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**ILLEGIBLE TEXT**

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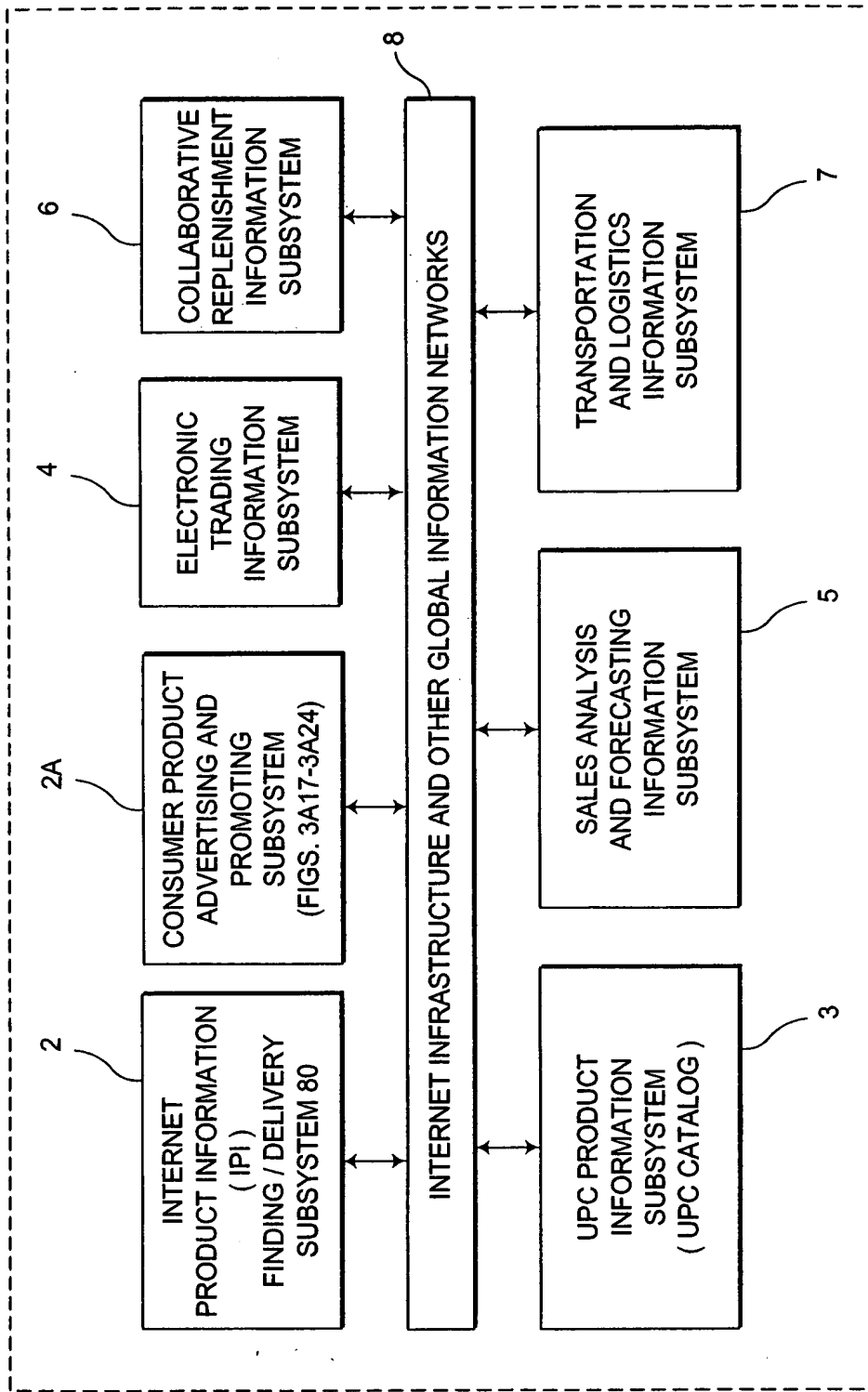
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**BLACK OR VERY BLACK AND WHITE DARK PHOTOS**

**GRAY SCALE DOCUMENTS**

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CORRECT IMAGES.**

1/1046



First Illustrative Embodiment

FIG. 1

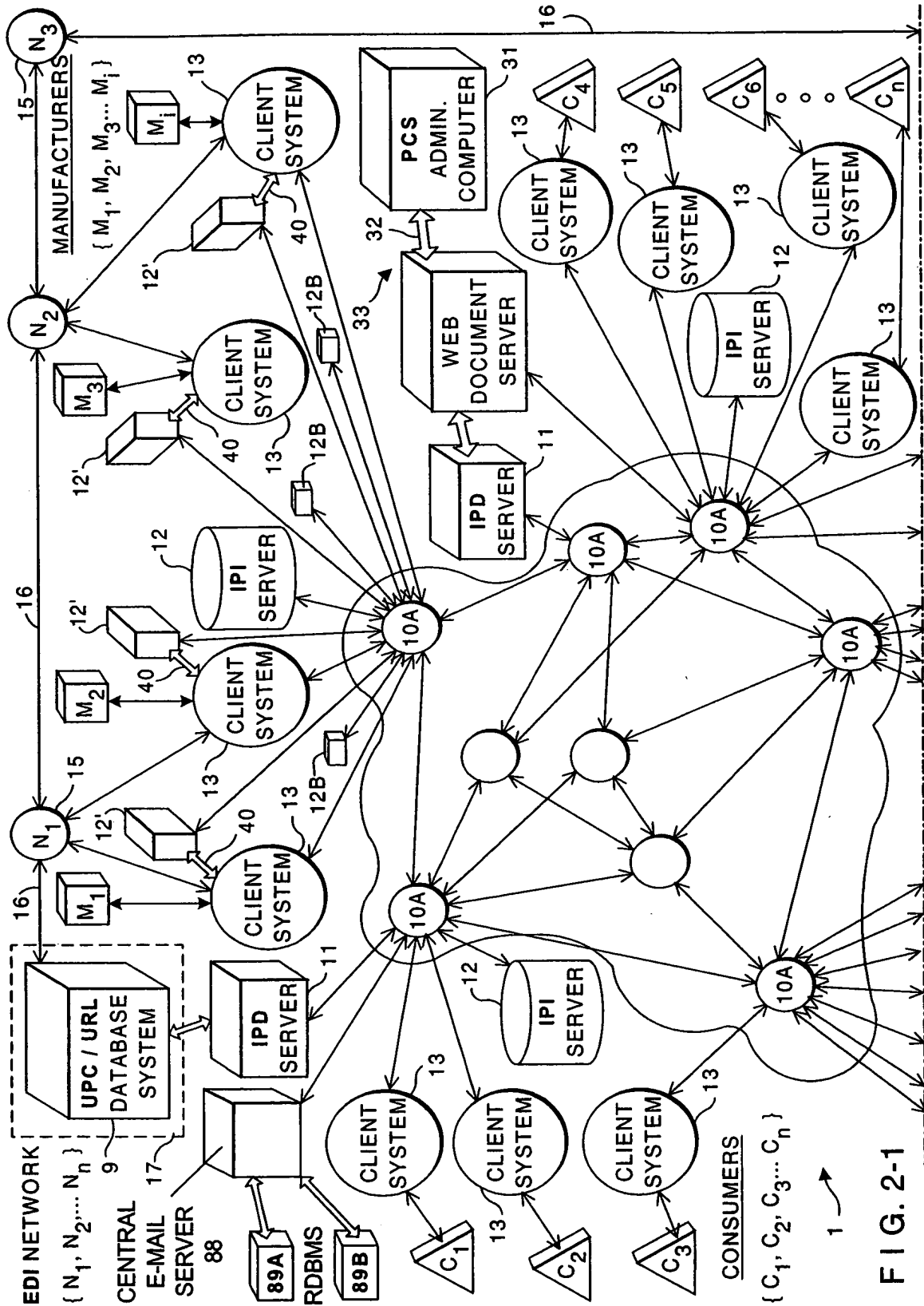


FIG. 2-1

3/1046

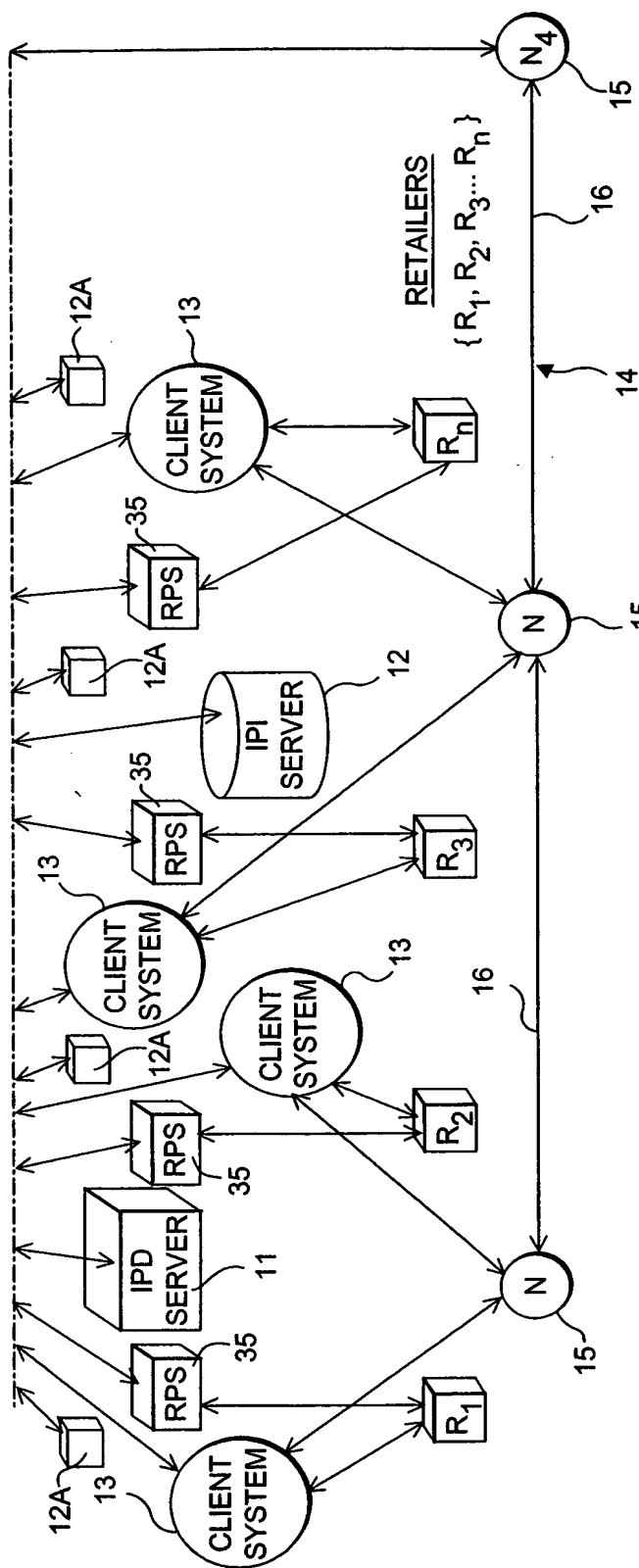
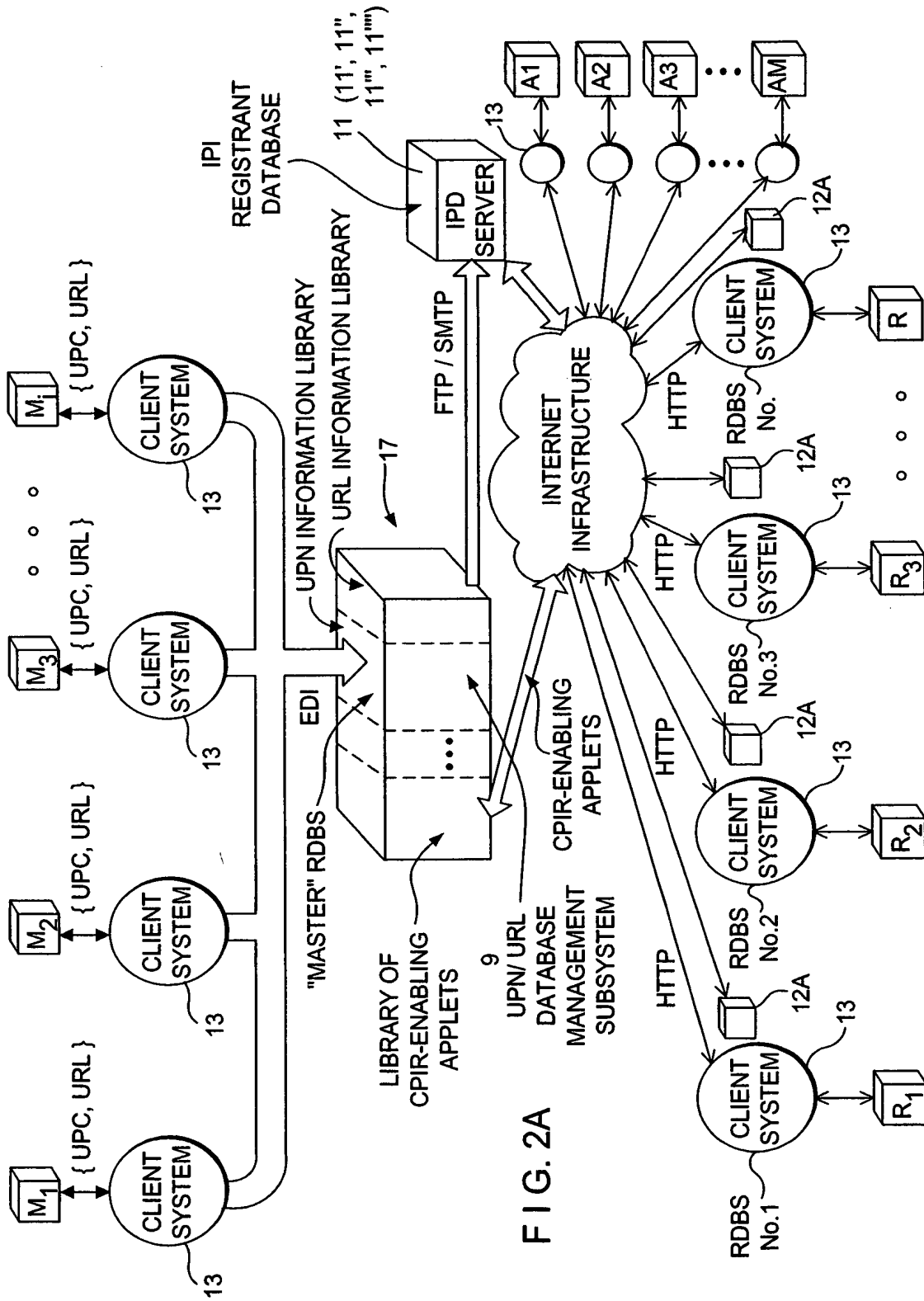


FIG. 2-2







# MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

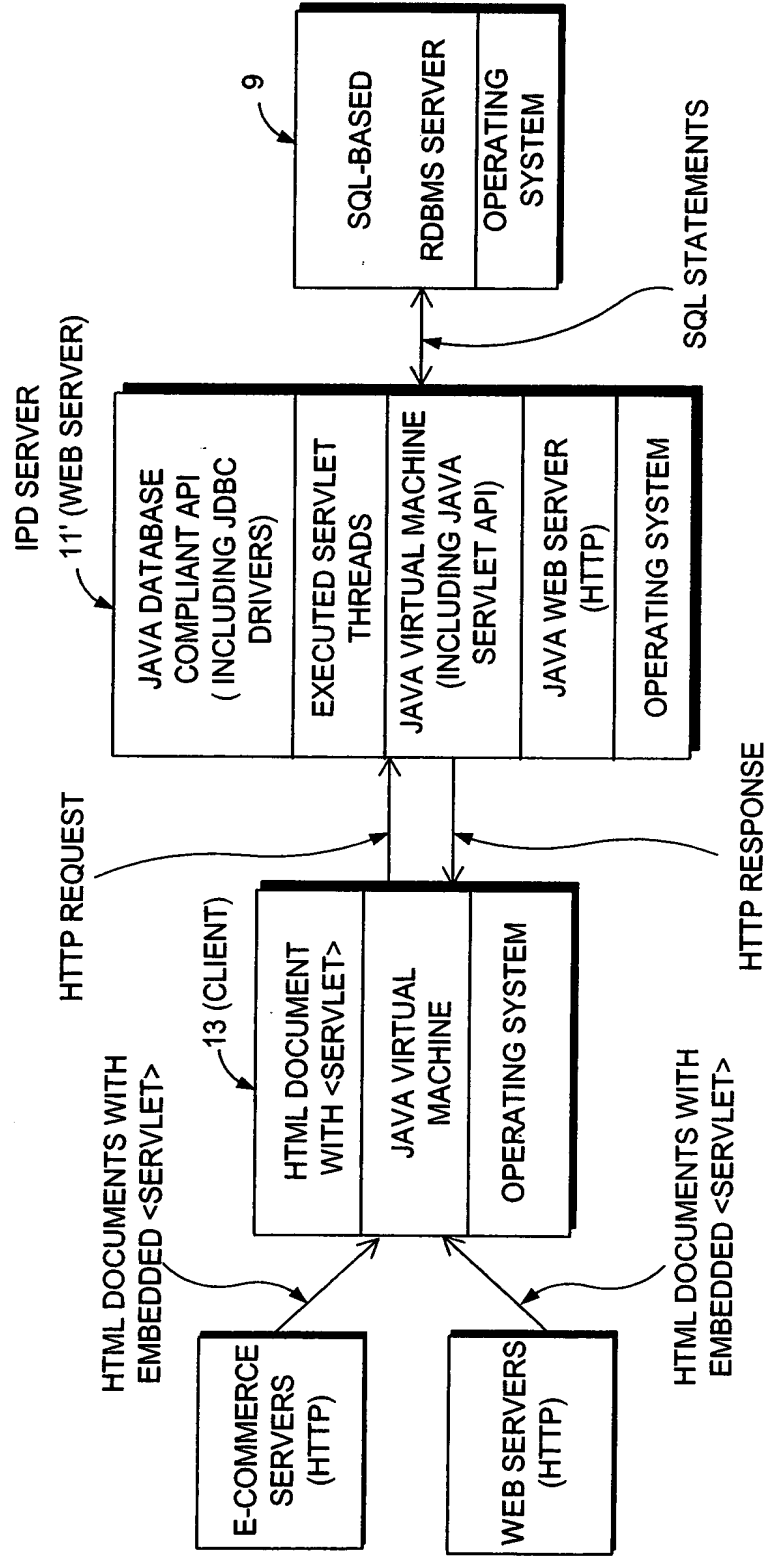


FIG. 2B1

6/1046

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS  
SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIs

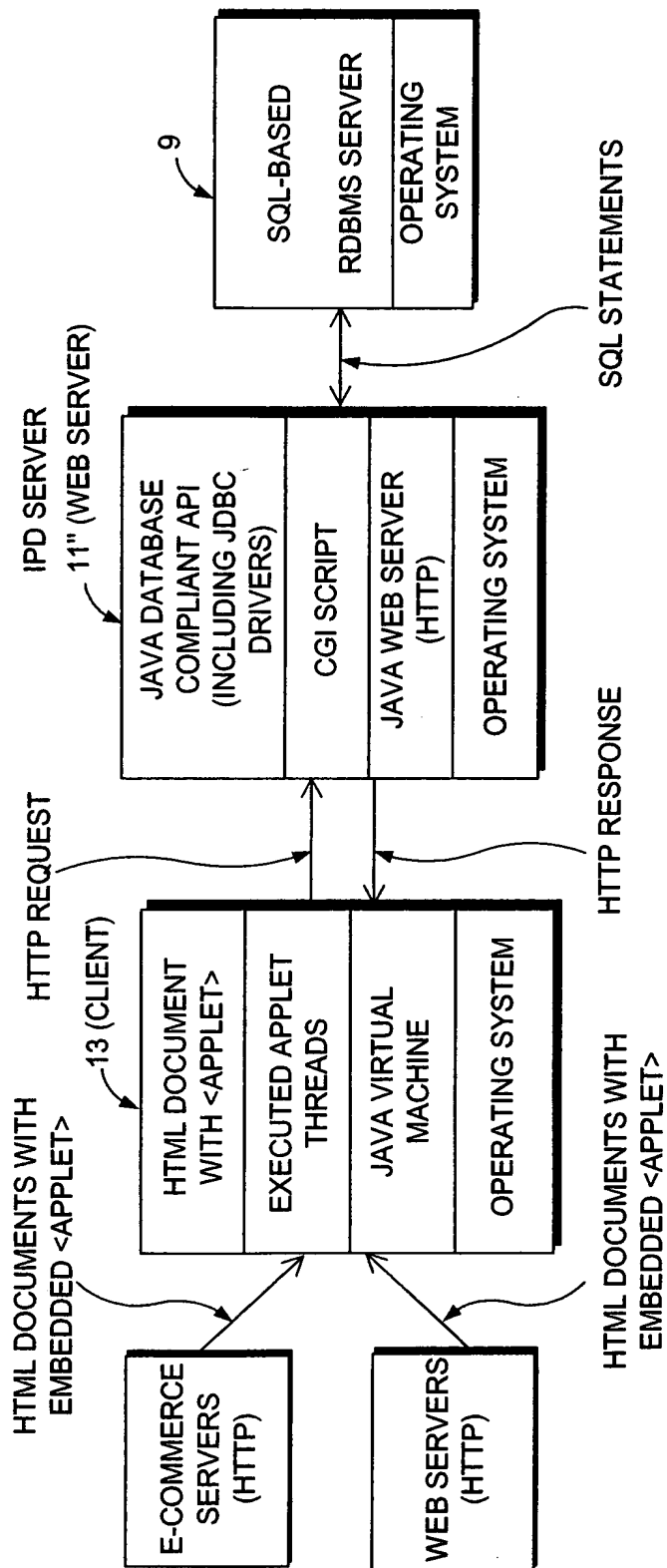


FIG. 2B2

# MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

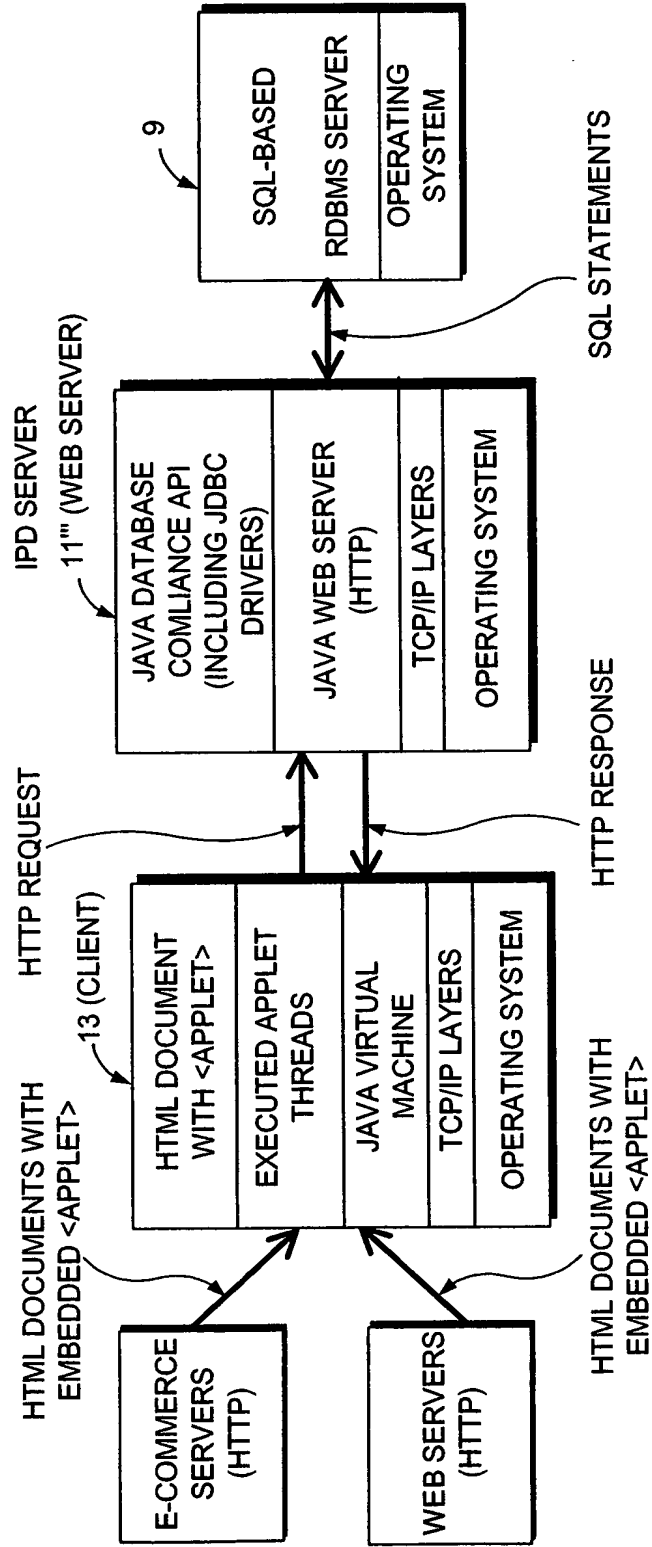


FIG. 2B3

8/1046

9/1046

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM  
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS  
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

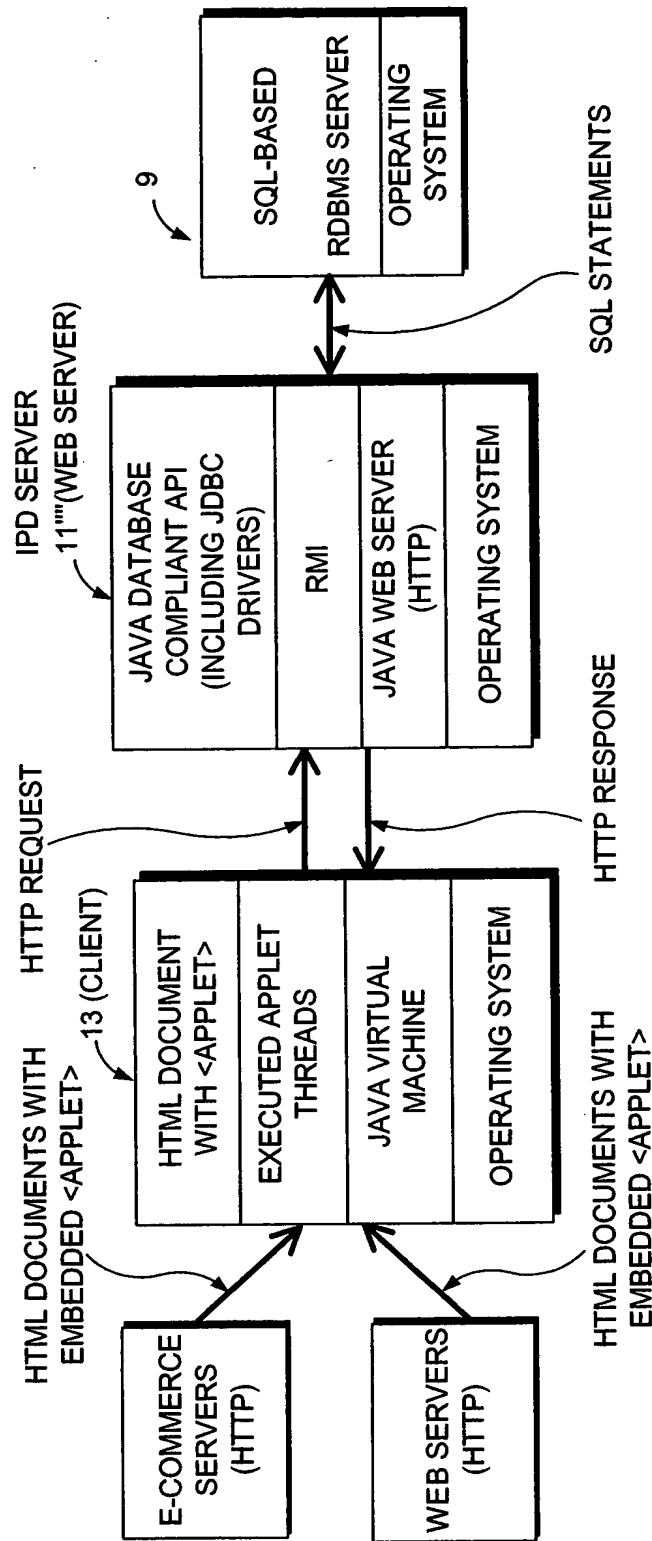


FIG. 2B4

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

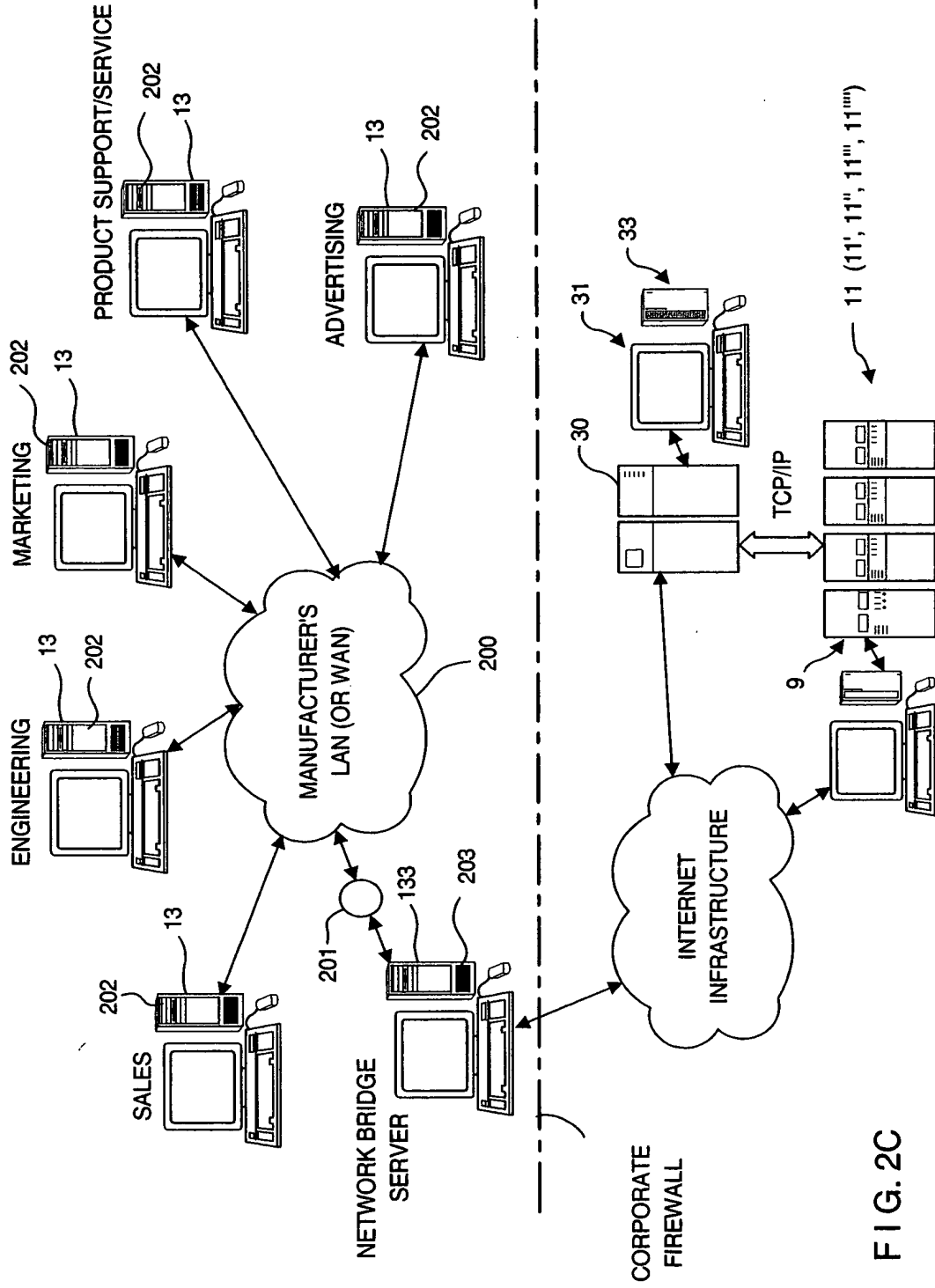


FIG. 2C

11/1046

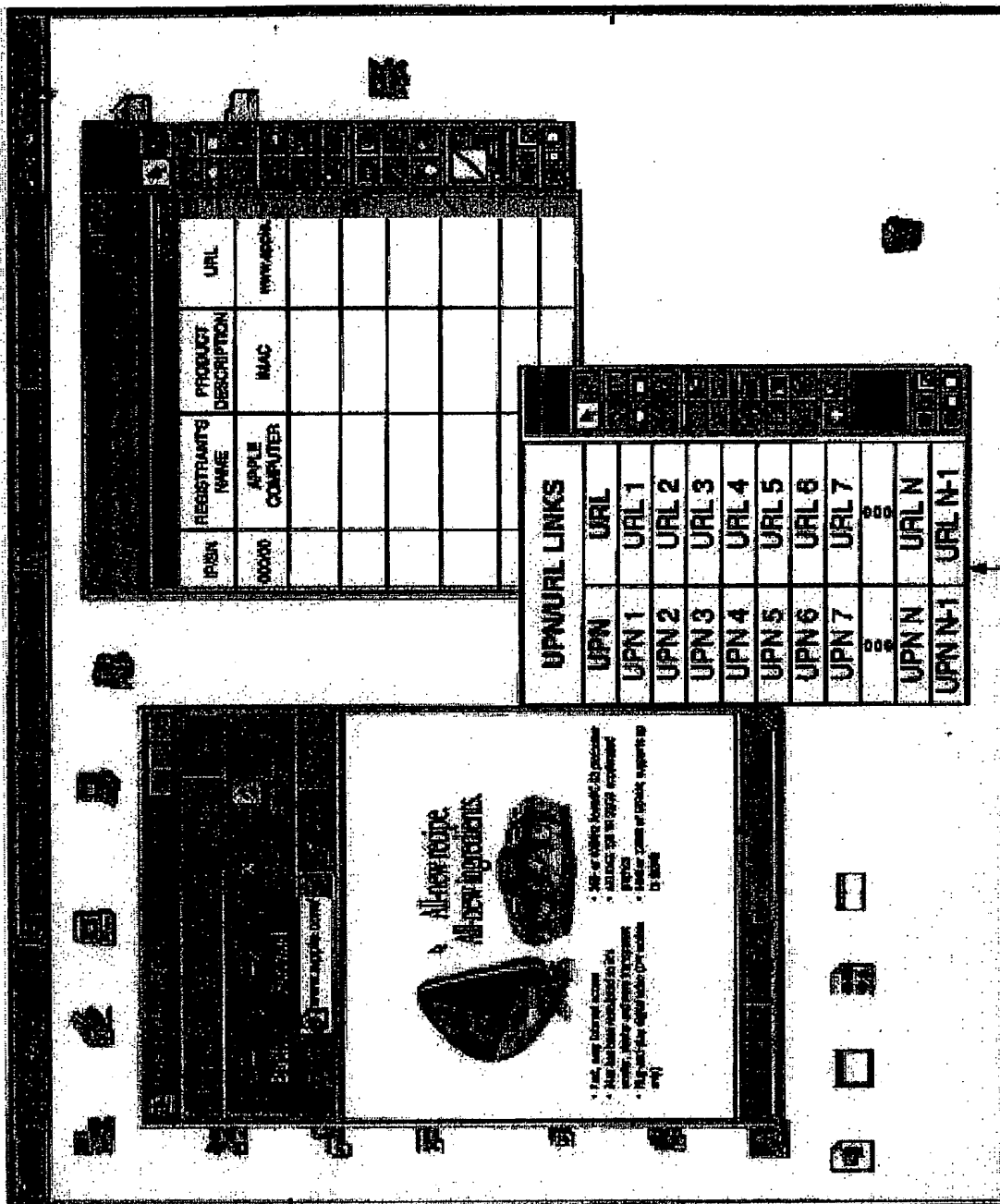


FIG. 2C1

400



12/1046

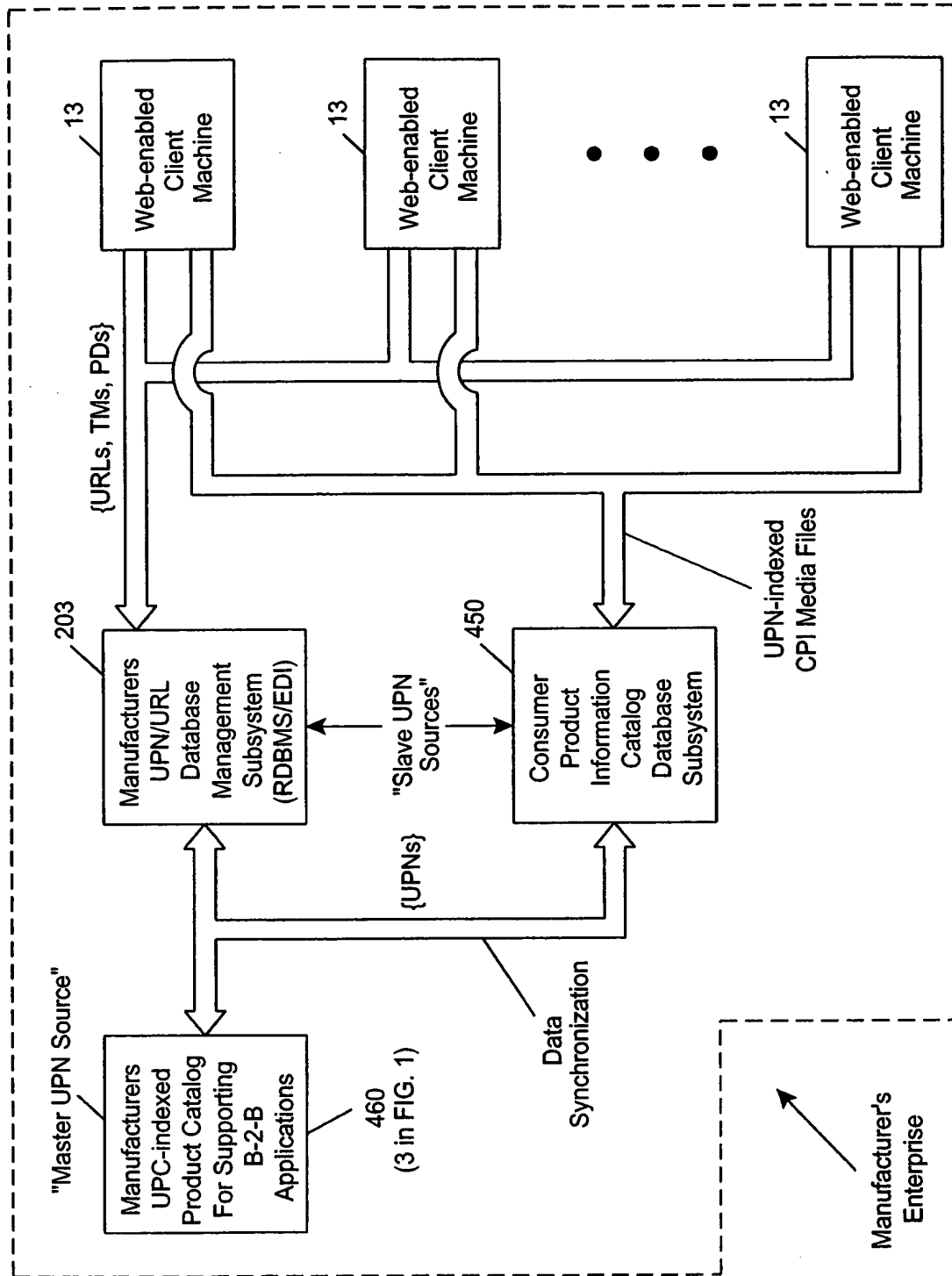


FIG. 2C2

Brandlinx™  
CPI LCMT  
Software

UPN

TM 1

Pre Pur-chase

URL CAT 1

URL 1,1

URL 1,2

URL

TM 2

Post Pur-chase

URL CAT 2

URL 2,1

URL 2,2

URL

URL CAT 3

URL 3,1

URL 3,2

URL

URL CAT 4

URL 4,1

URL 4,2

URL

URL CAT 5

URL 5,1

URL 5,2

URL

URL CAT 6

URL 6,1

URL 6,2

URL

URL CAT 7

URL 7,1

URL 7,2

URL

URL CAT 8

URL 8,1

URL 8,2

URL

PD

FIG. 2C3

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

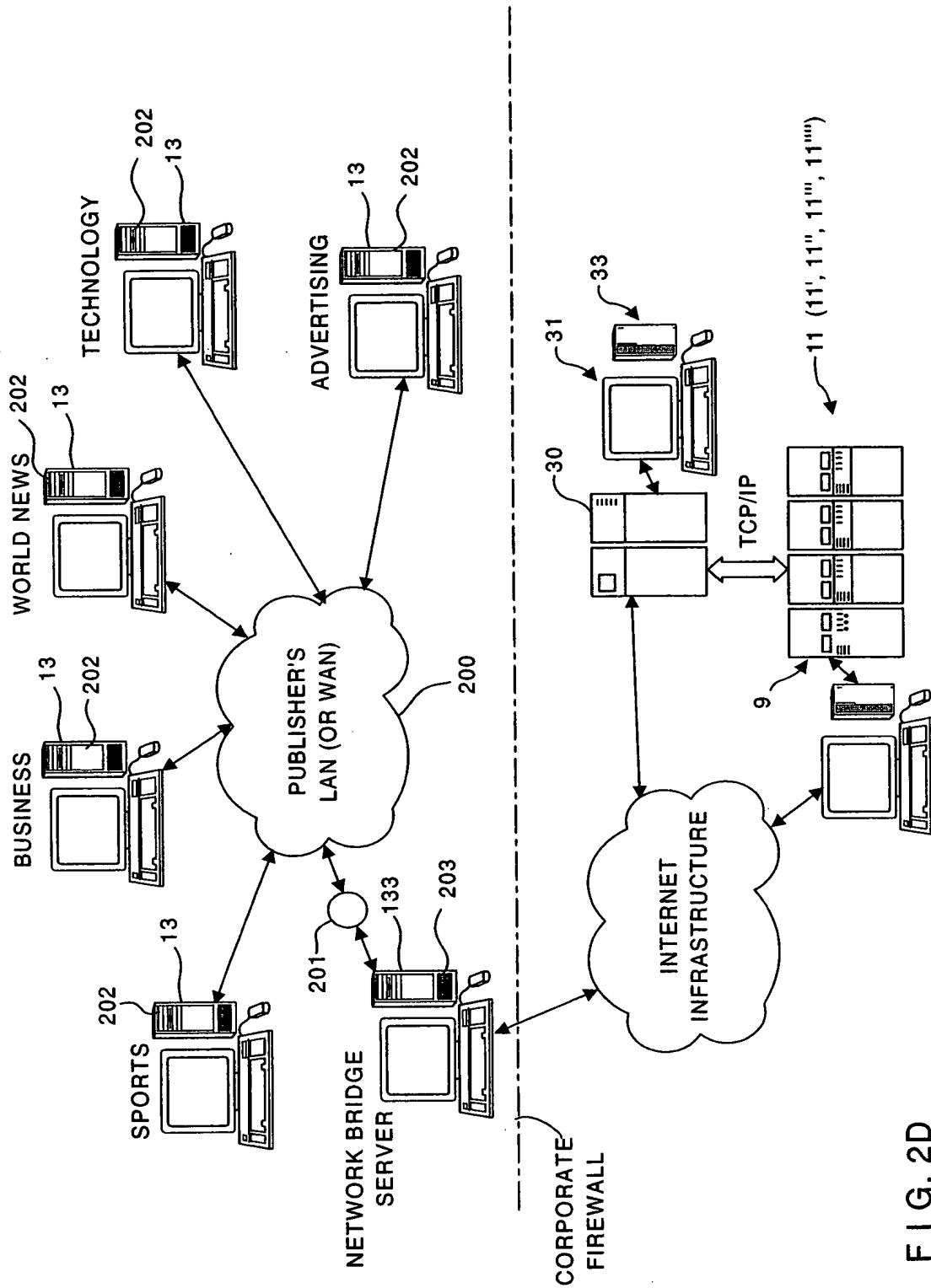


FIG. 2D

15/1046

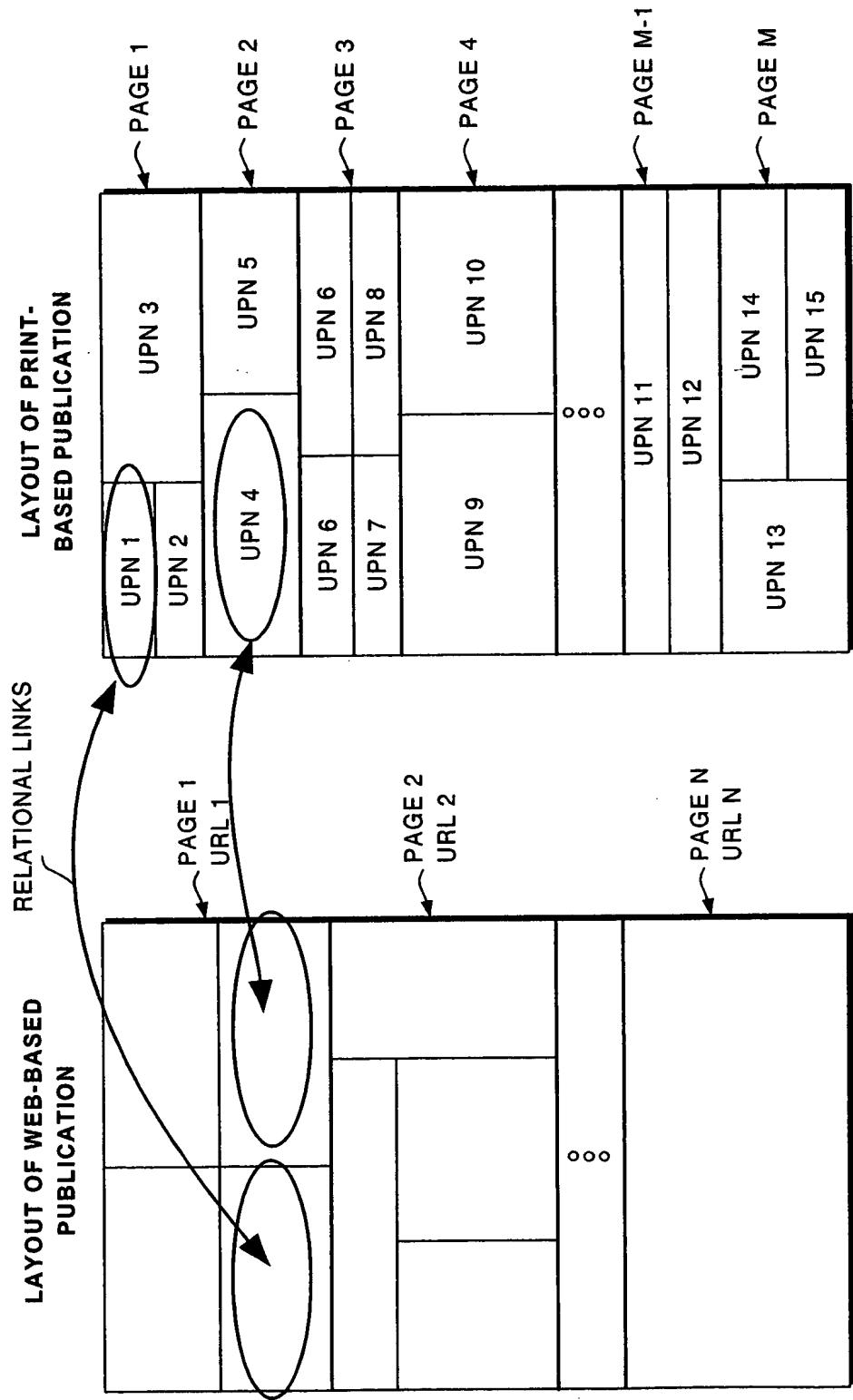


FIG. 2E1

FIG. 2E2

16/1046

UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
⋮	⋮
UPN N	URL N
UPN N-1	URL N-1

400

FIG. 2E3

17/1046

COMPOSITION/EDITORIAL MODE

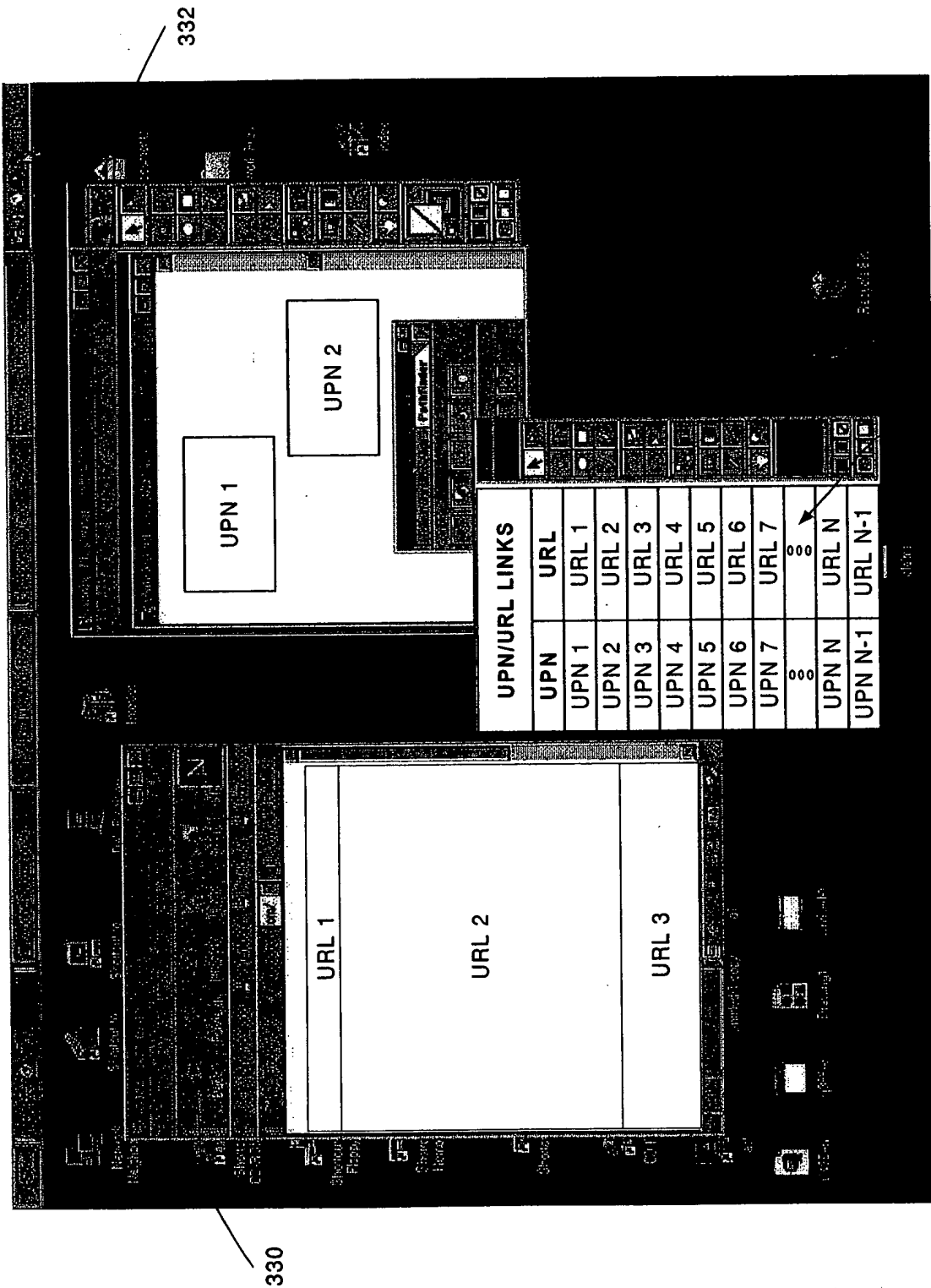


FIG. 2E4

18/1046

UPN/URL DATA LINKING MODE

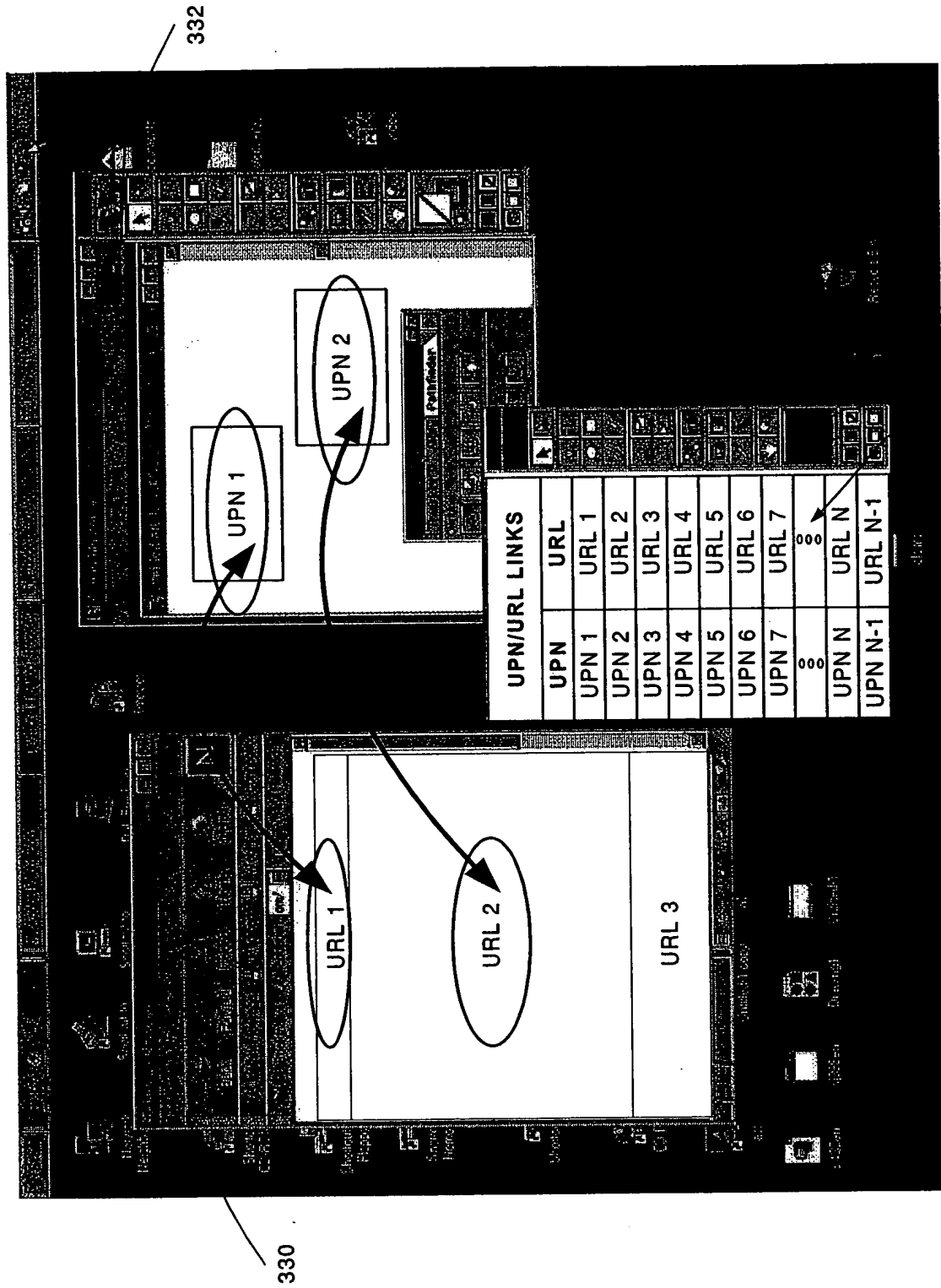


FIG. 2E5

19/1046

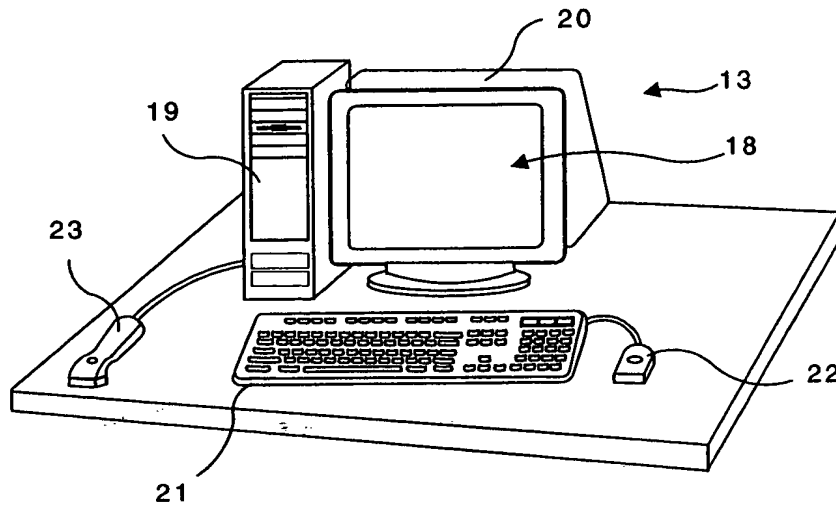


FIG. 3A1

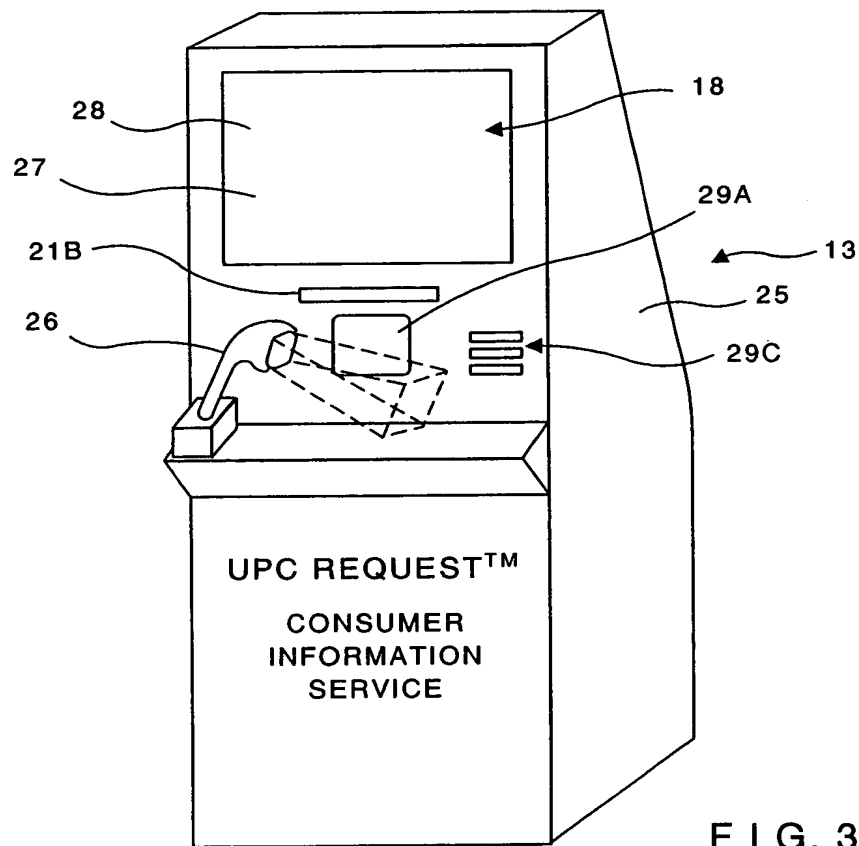
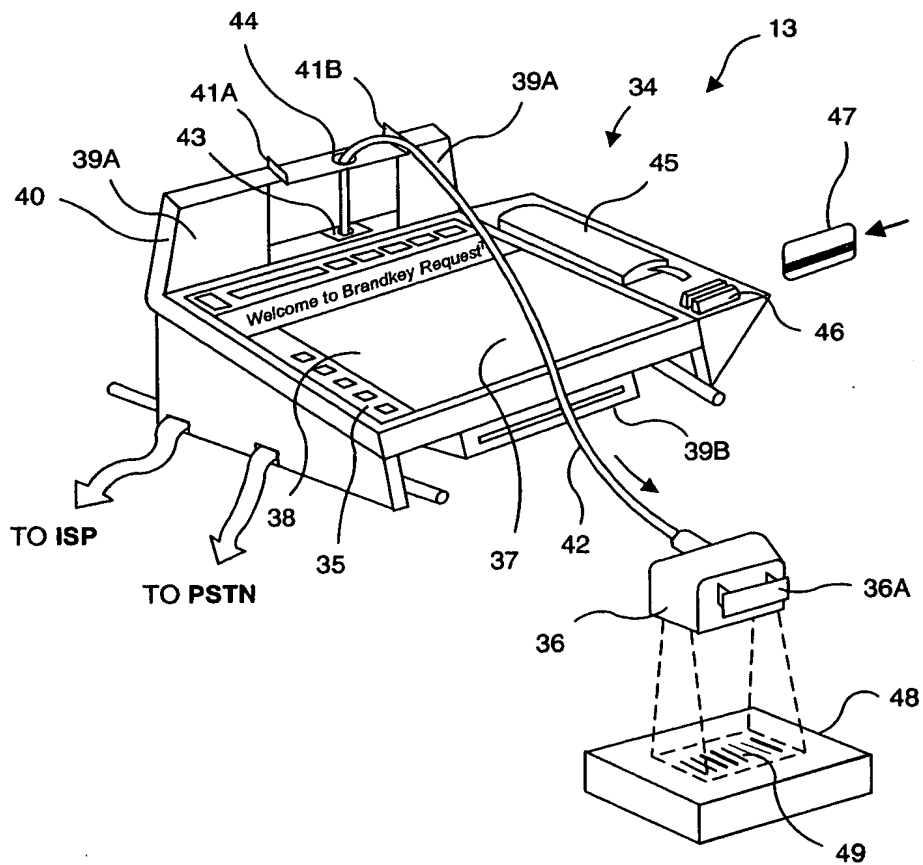
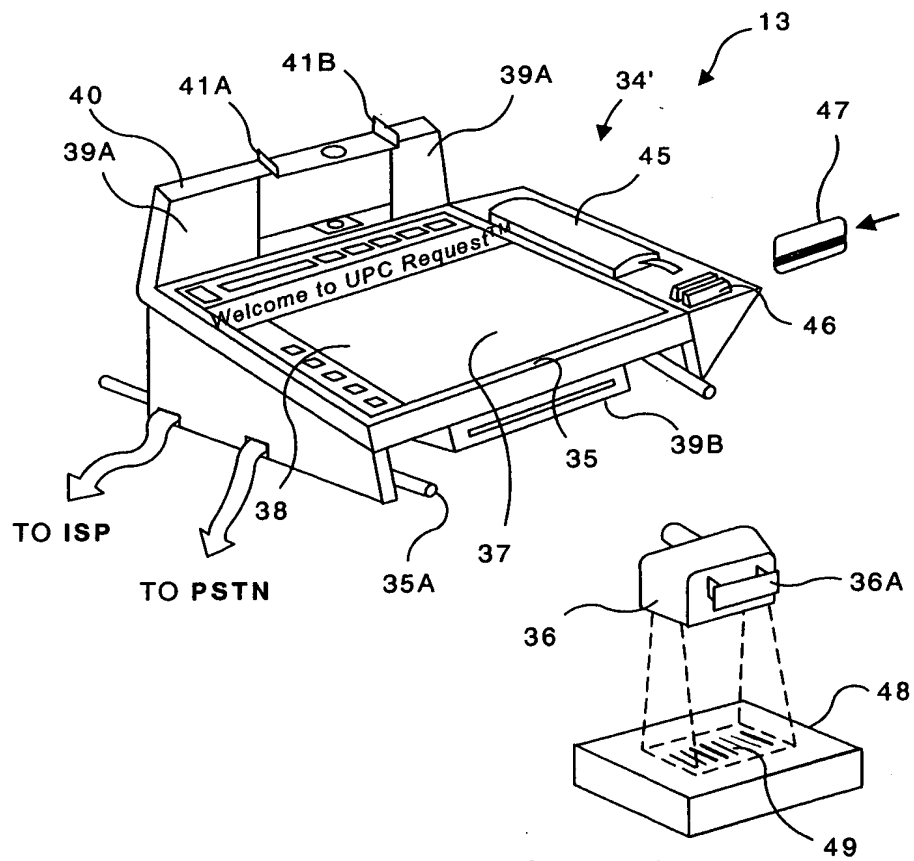
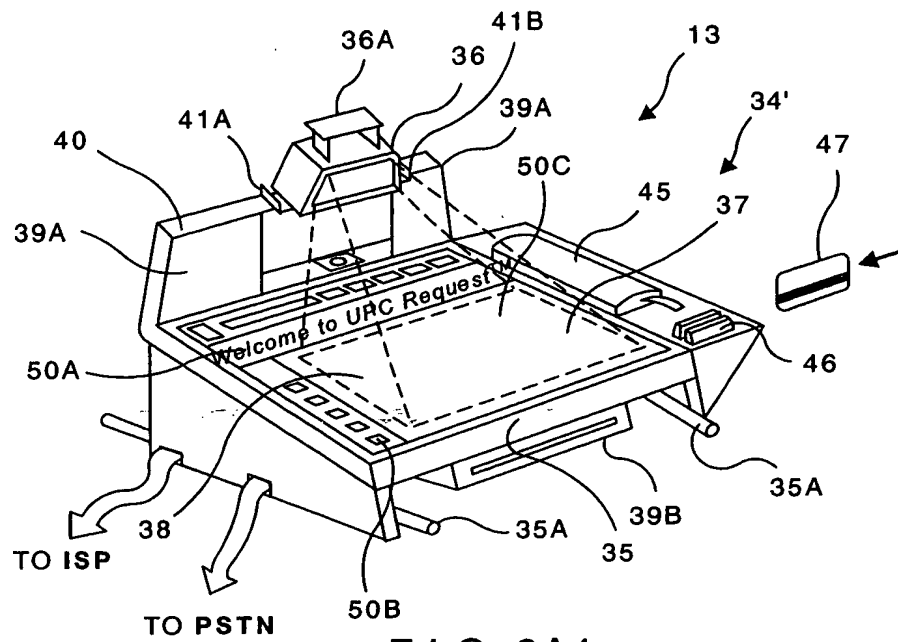


FIG. 3A2





21/1046



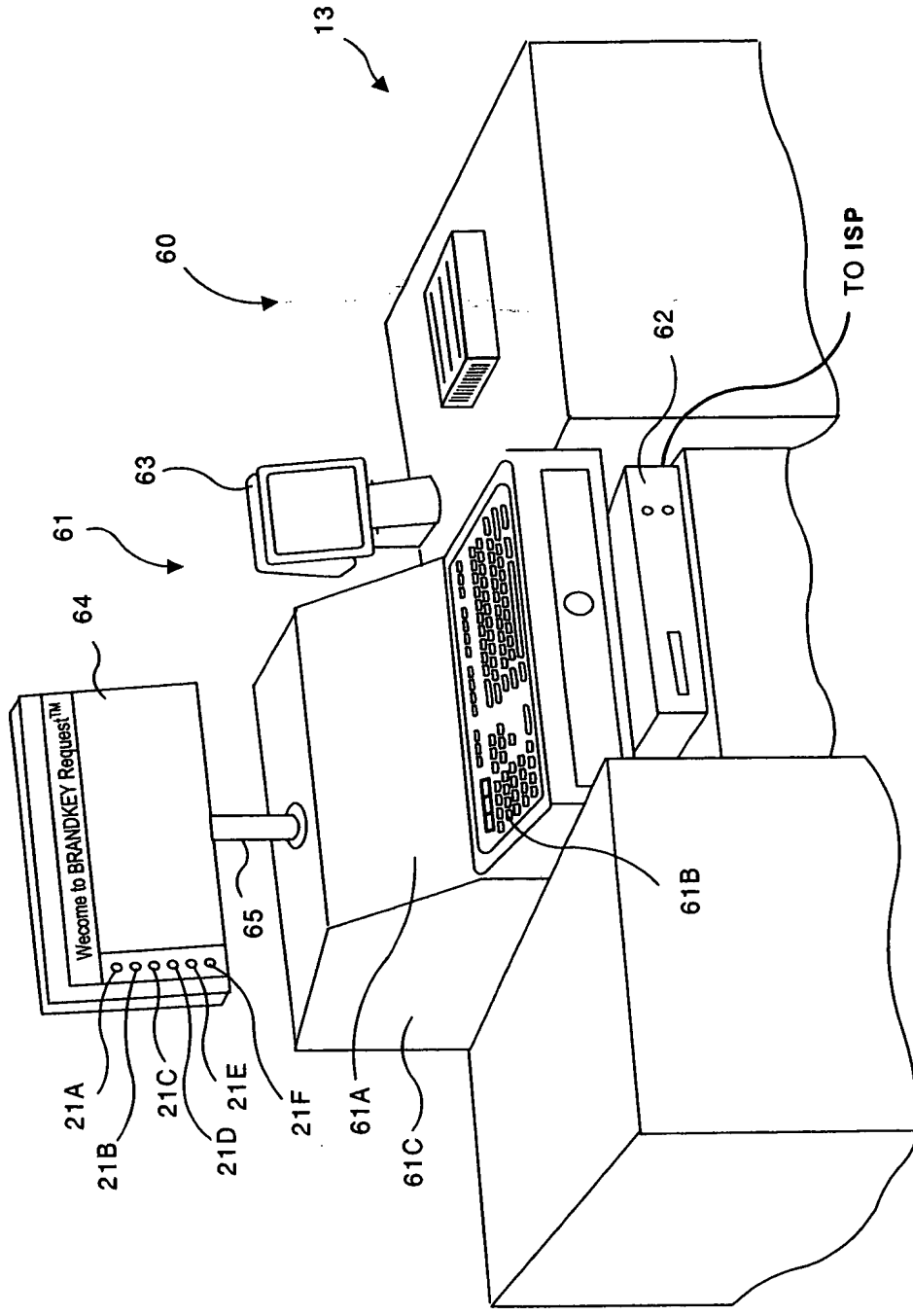


FIG. 3A5

23/1046

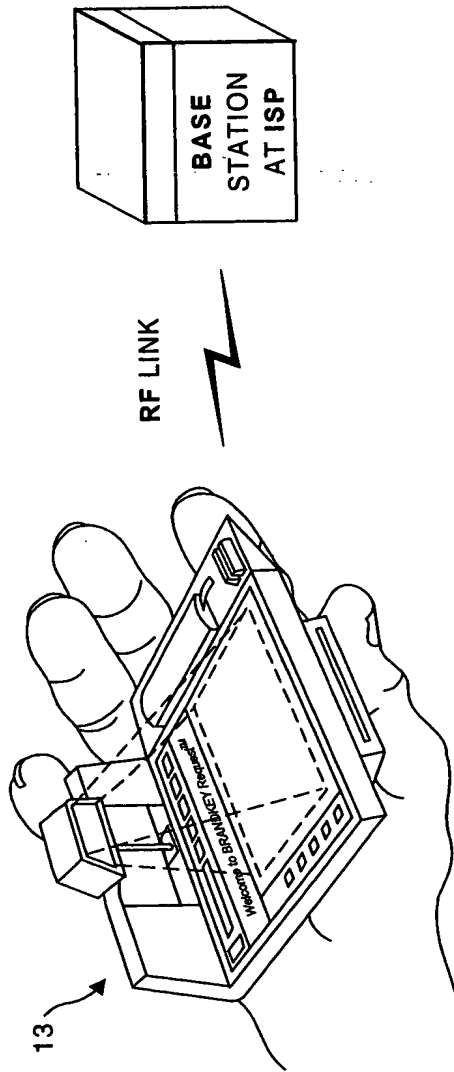


FIG. 3A6

24/1046

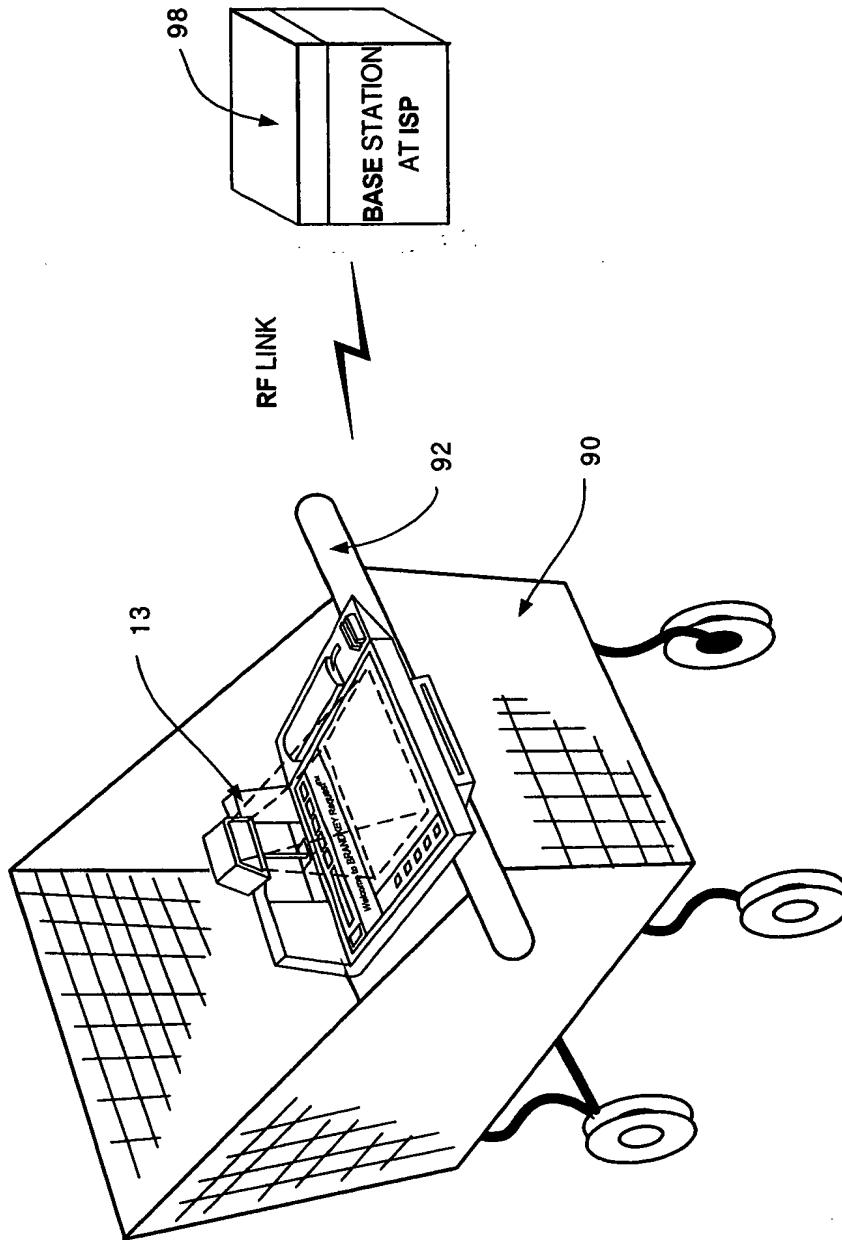


FIG. 3A7

25/1046

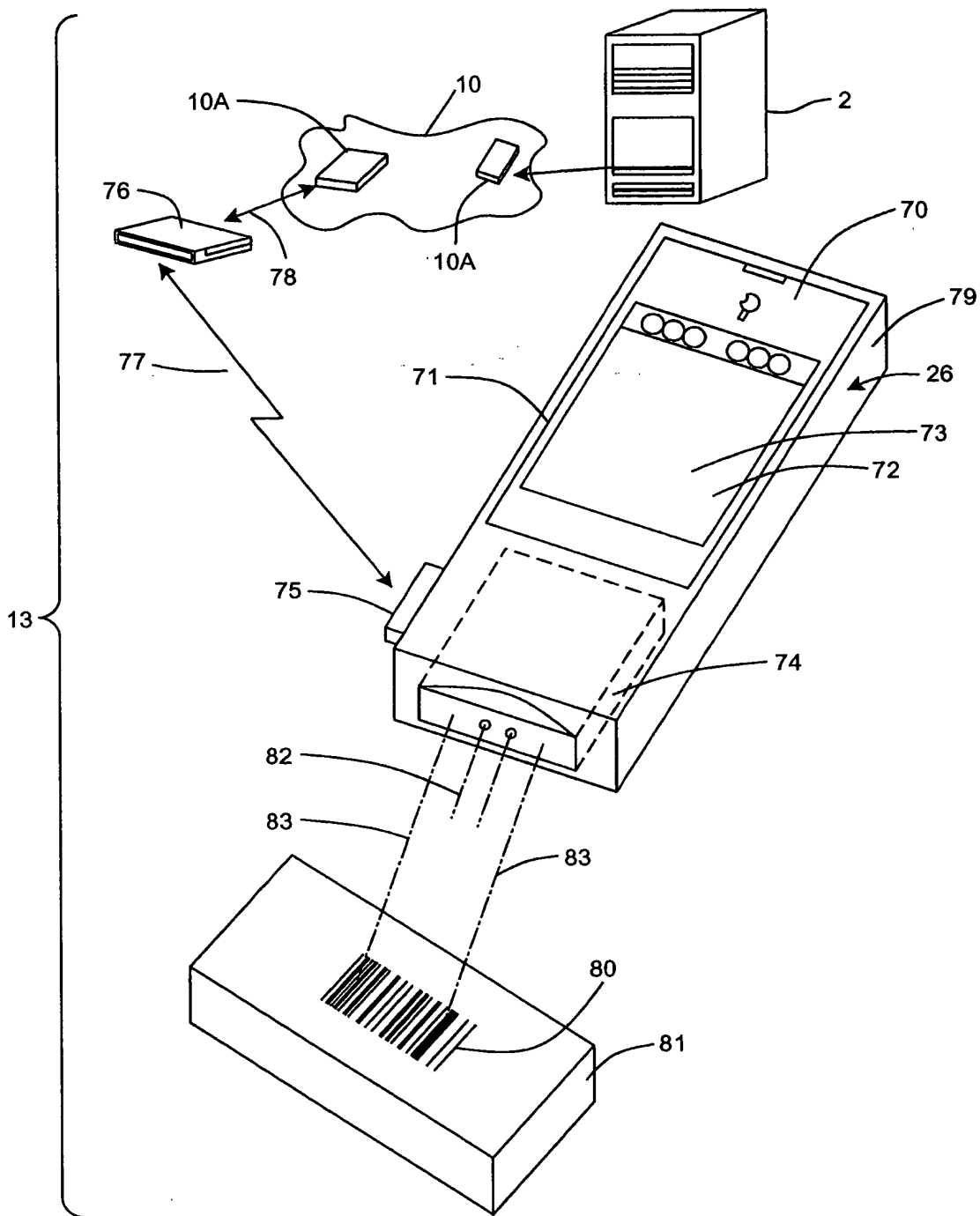
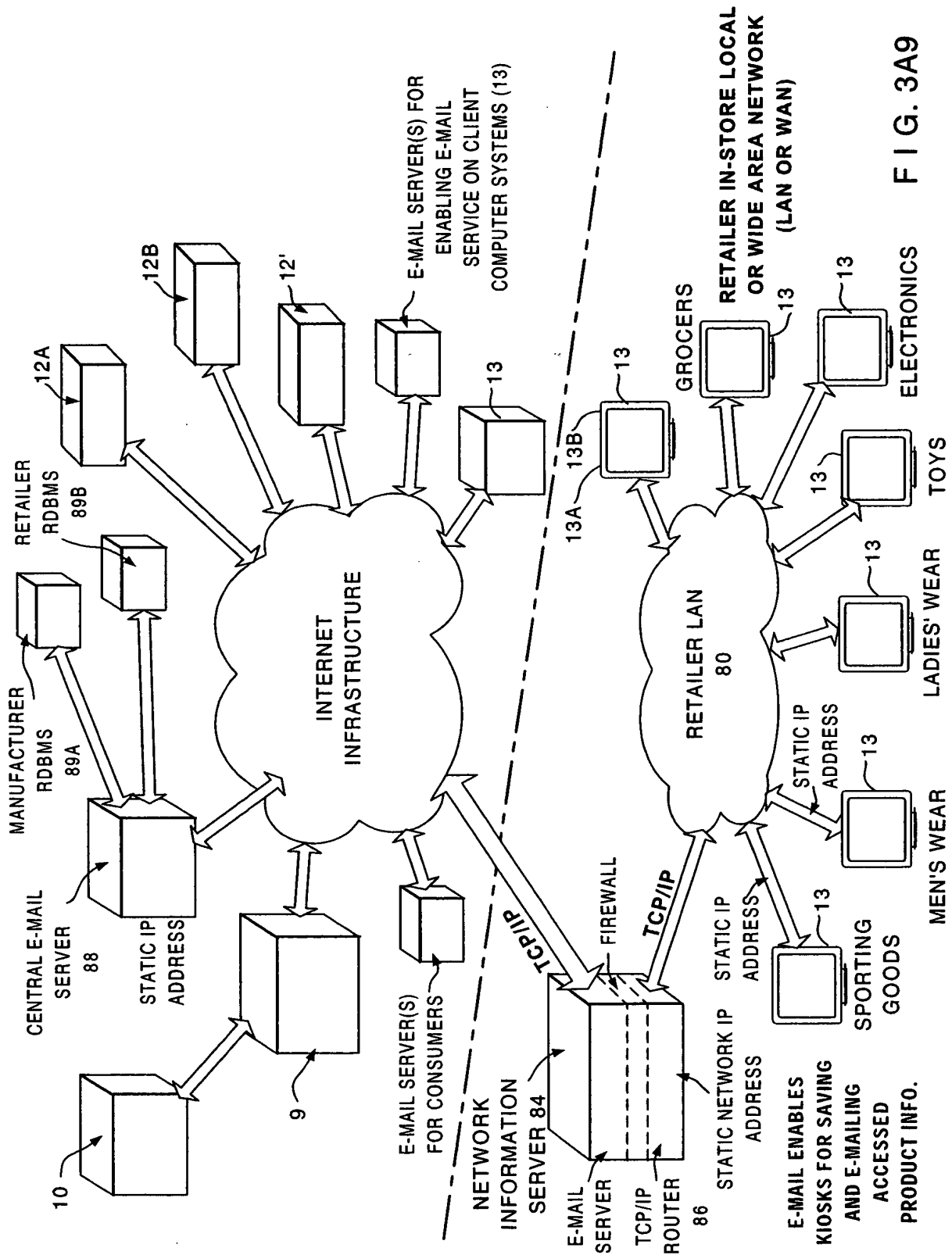
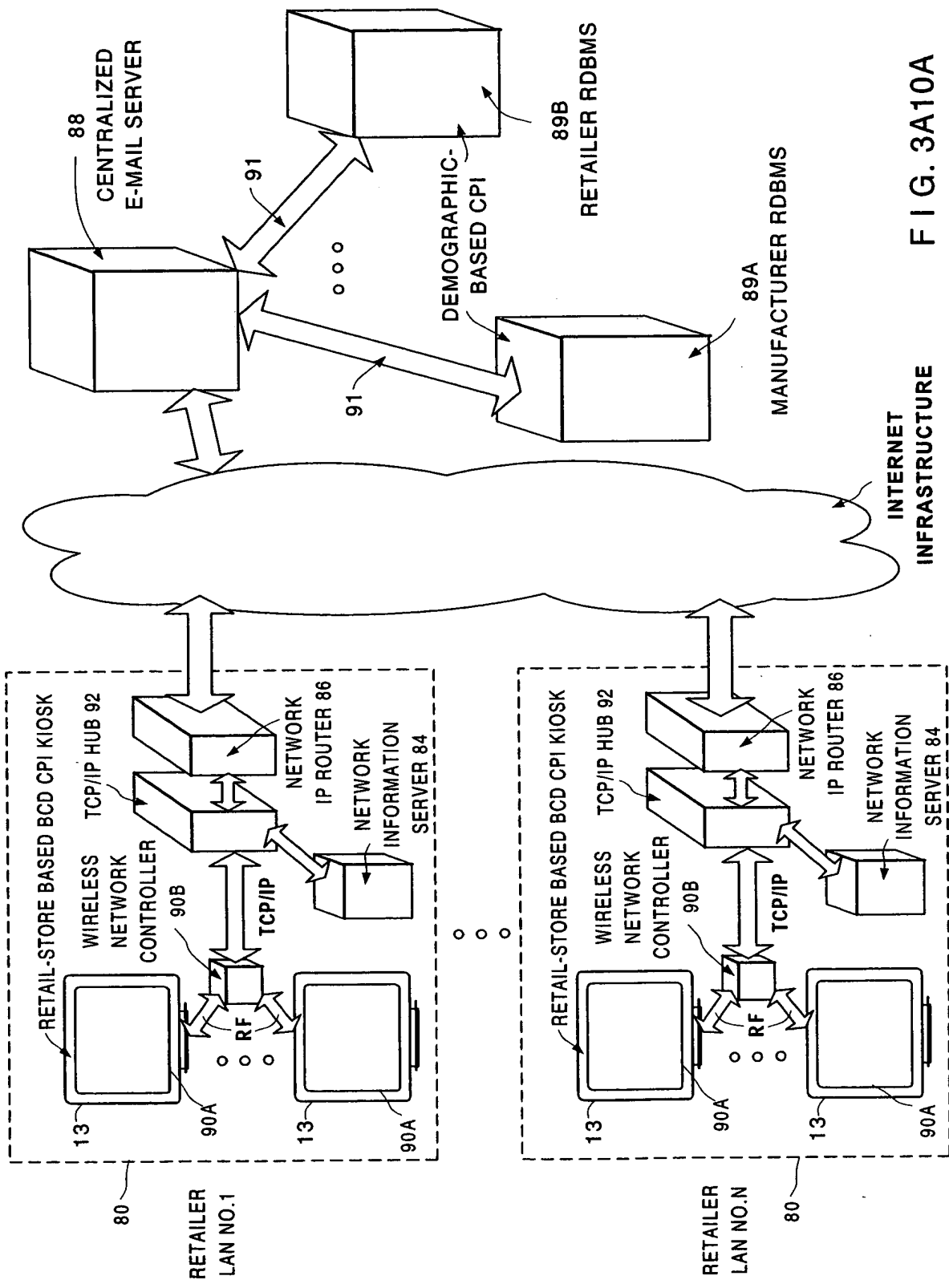


FIG. 3A8

FIG. 3A9



27/1040







29/1046

[illegible]

FIG. 3A11

30/1046

[illegible]

**FIG. 3A12**

3111046

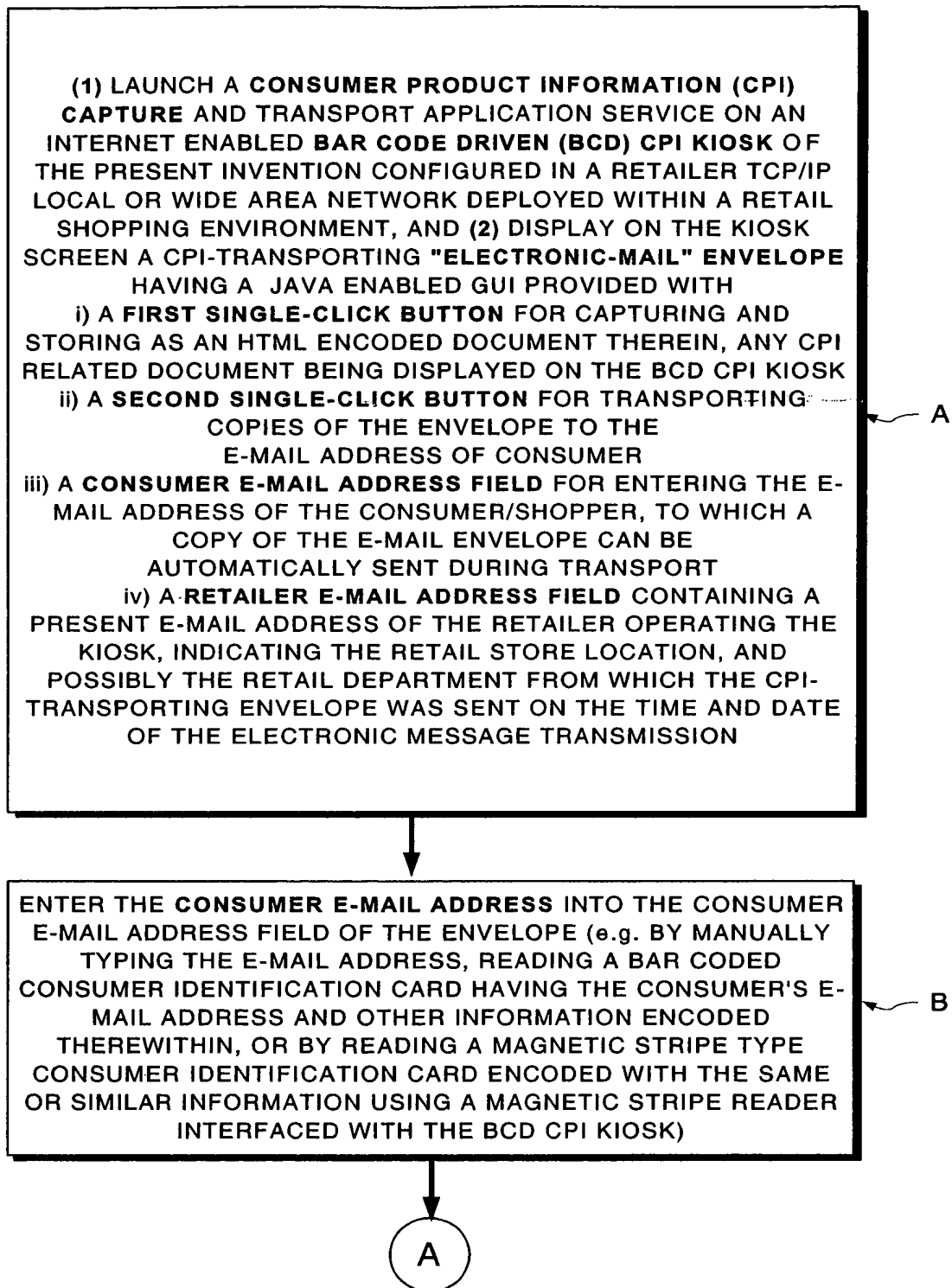


FIG. 3A13A

32/1046

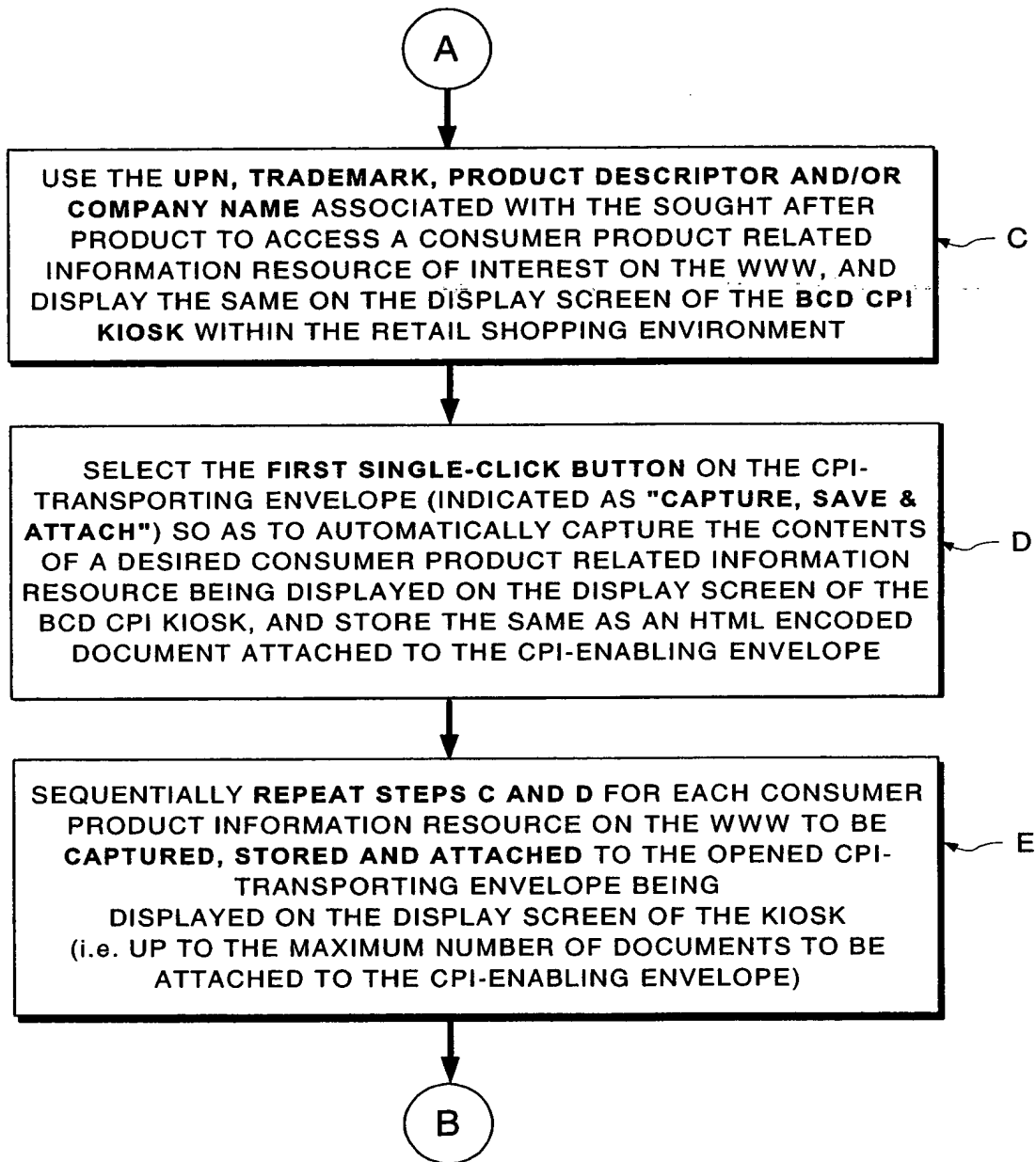


FIG. 3A13B

33/1046

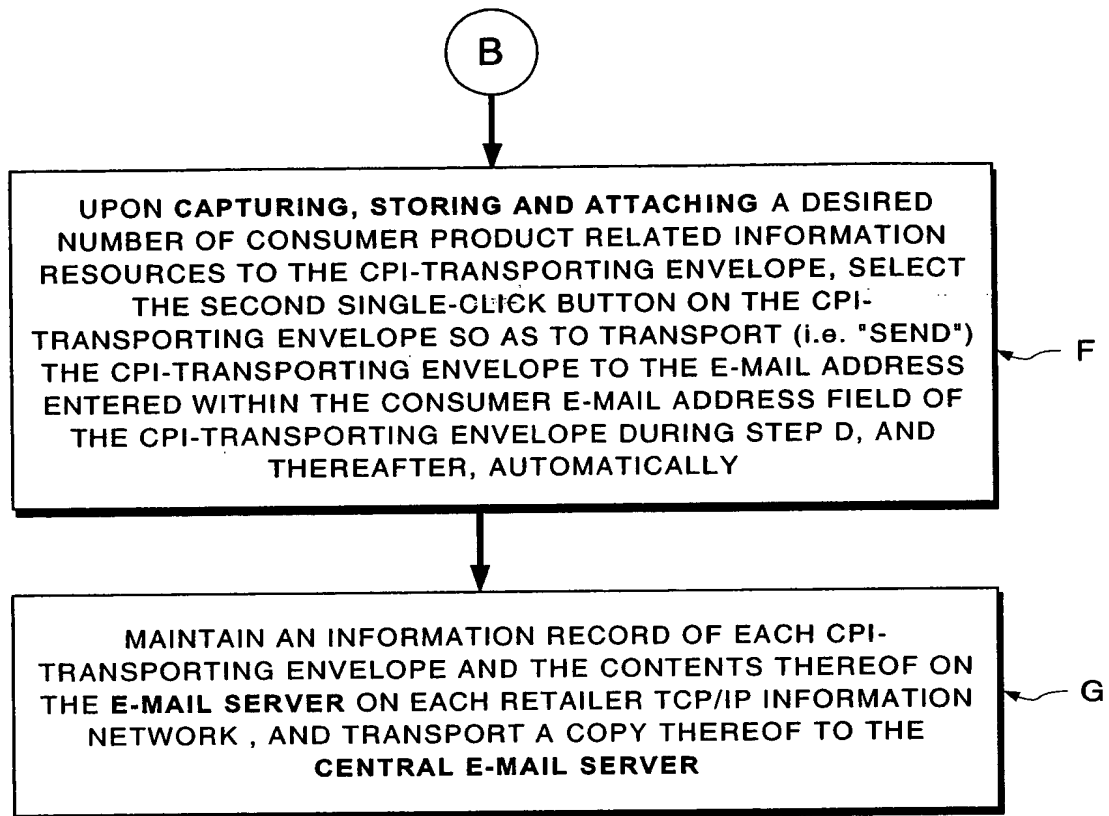


FIG. 3A13C

34/1046

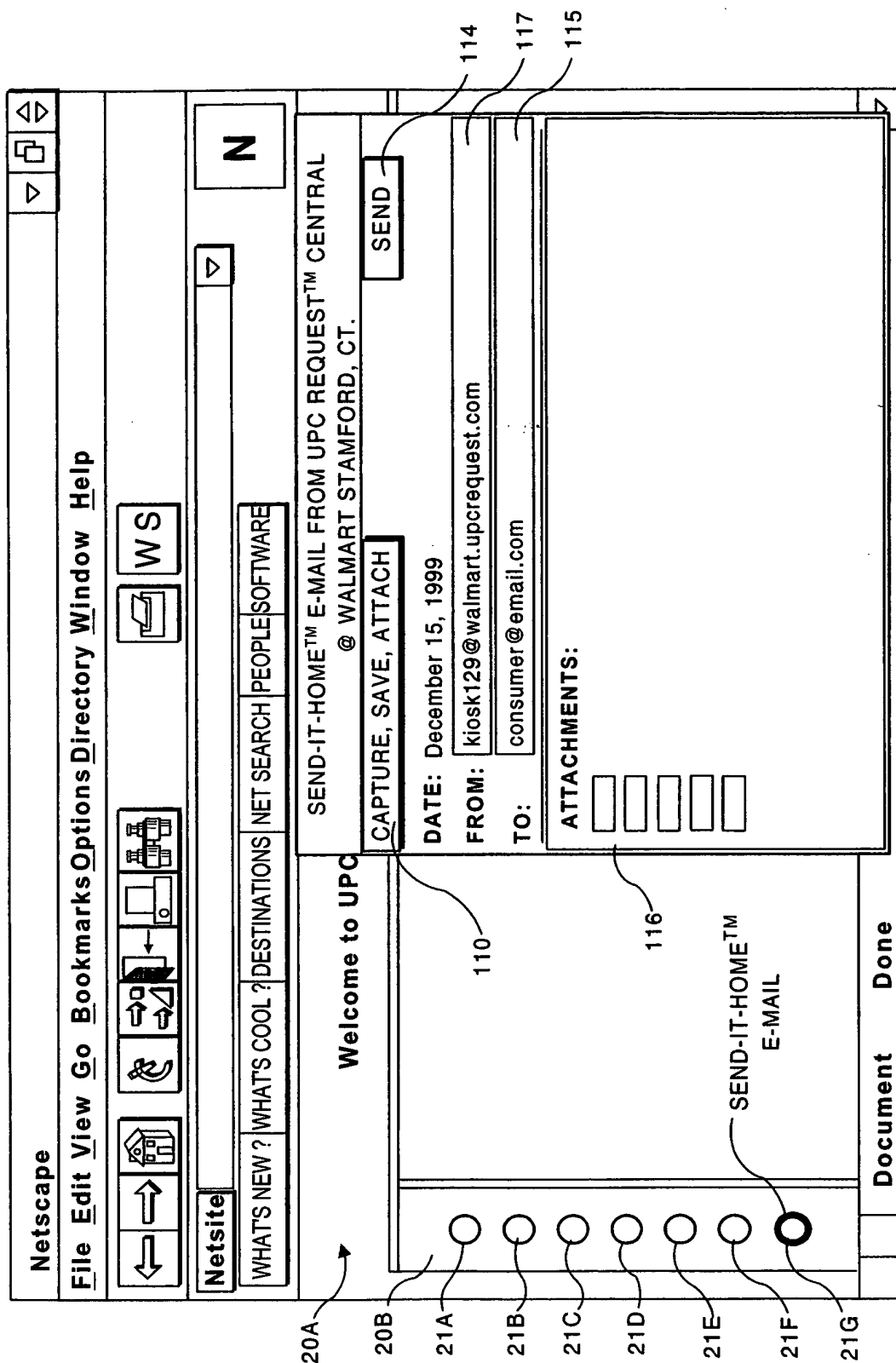


FIG. 3A14

35/1046

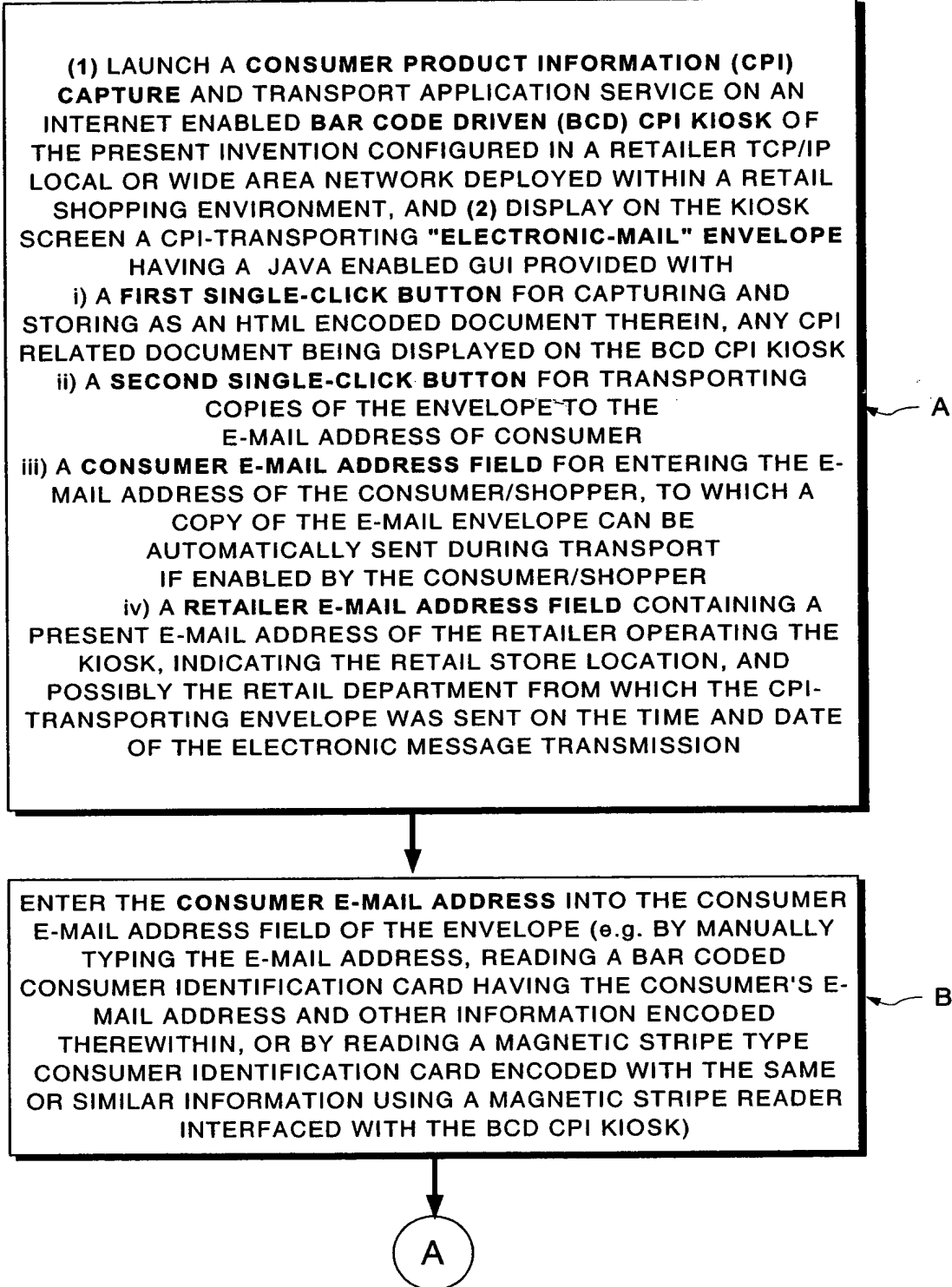


FIG. 3A15A



36/1046

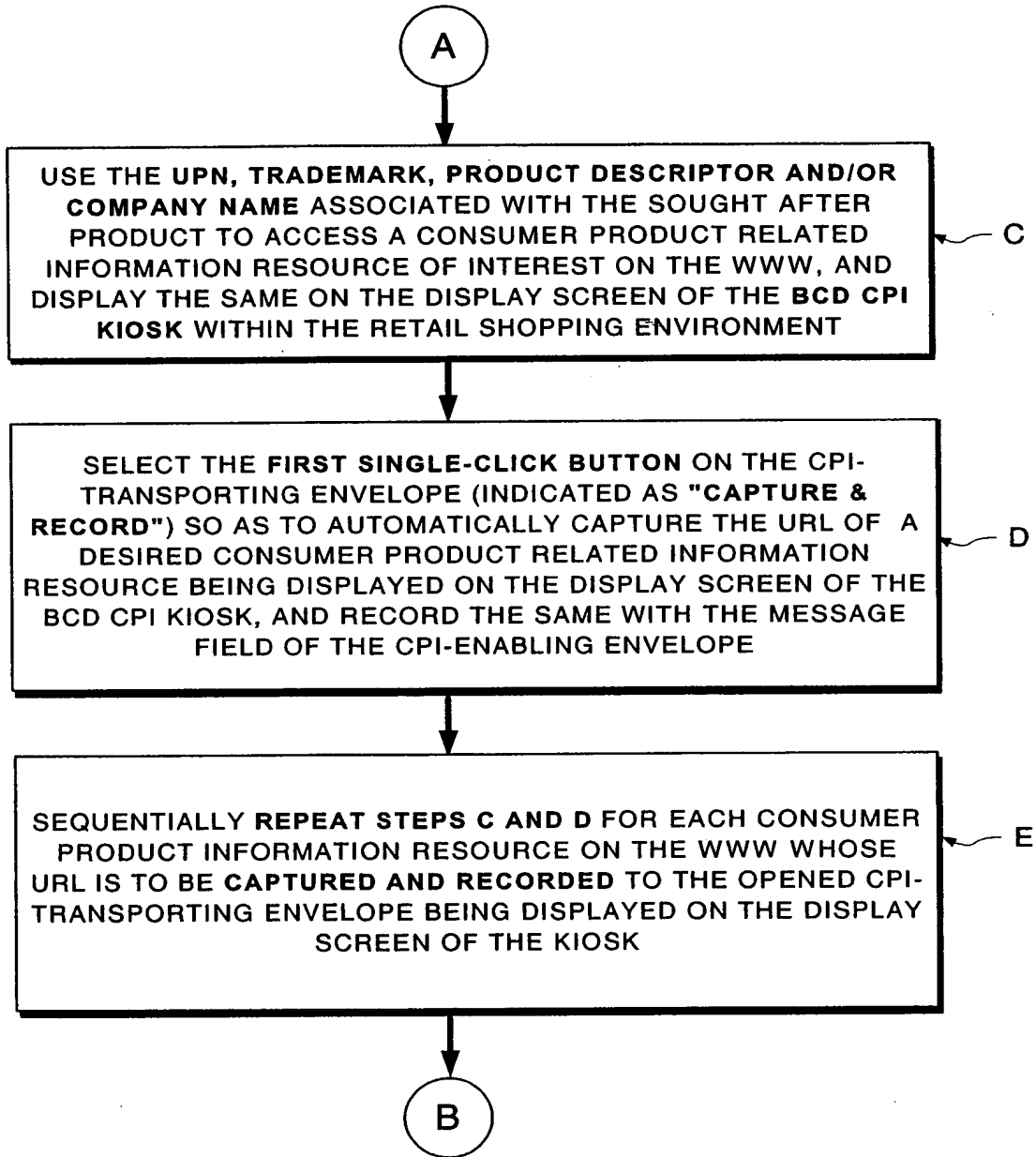


FIG. 3A15B

37/1046

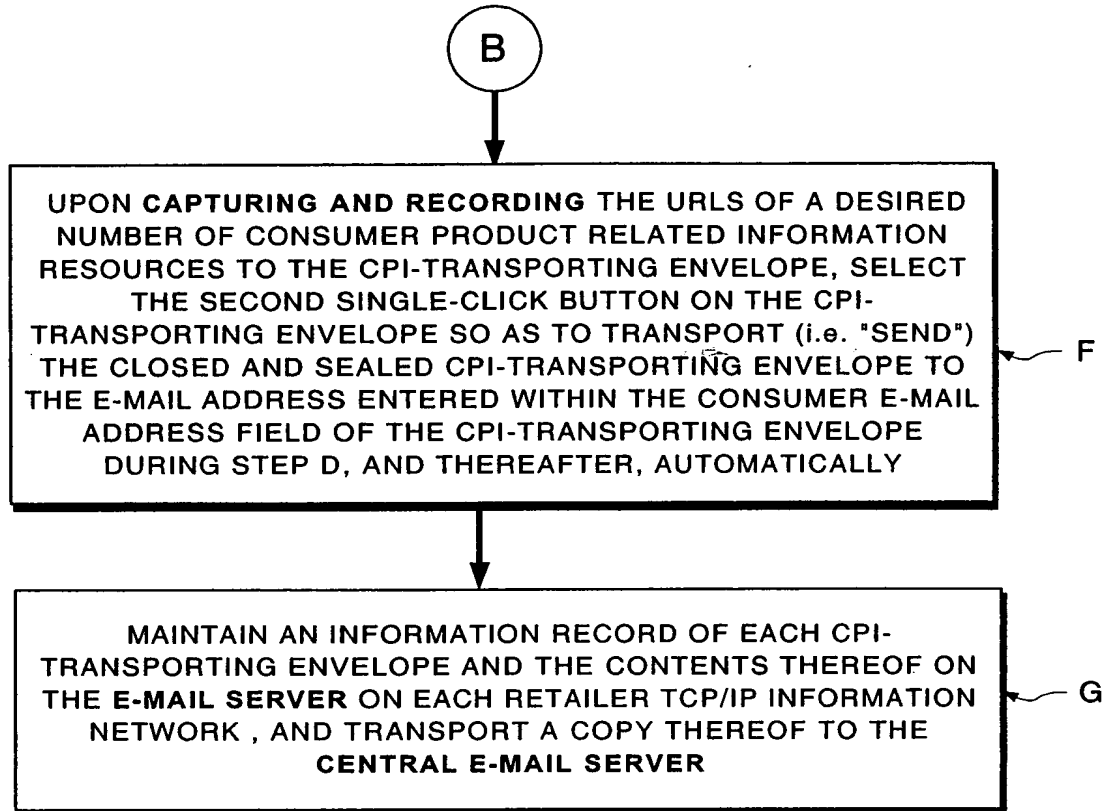
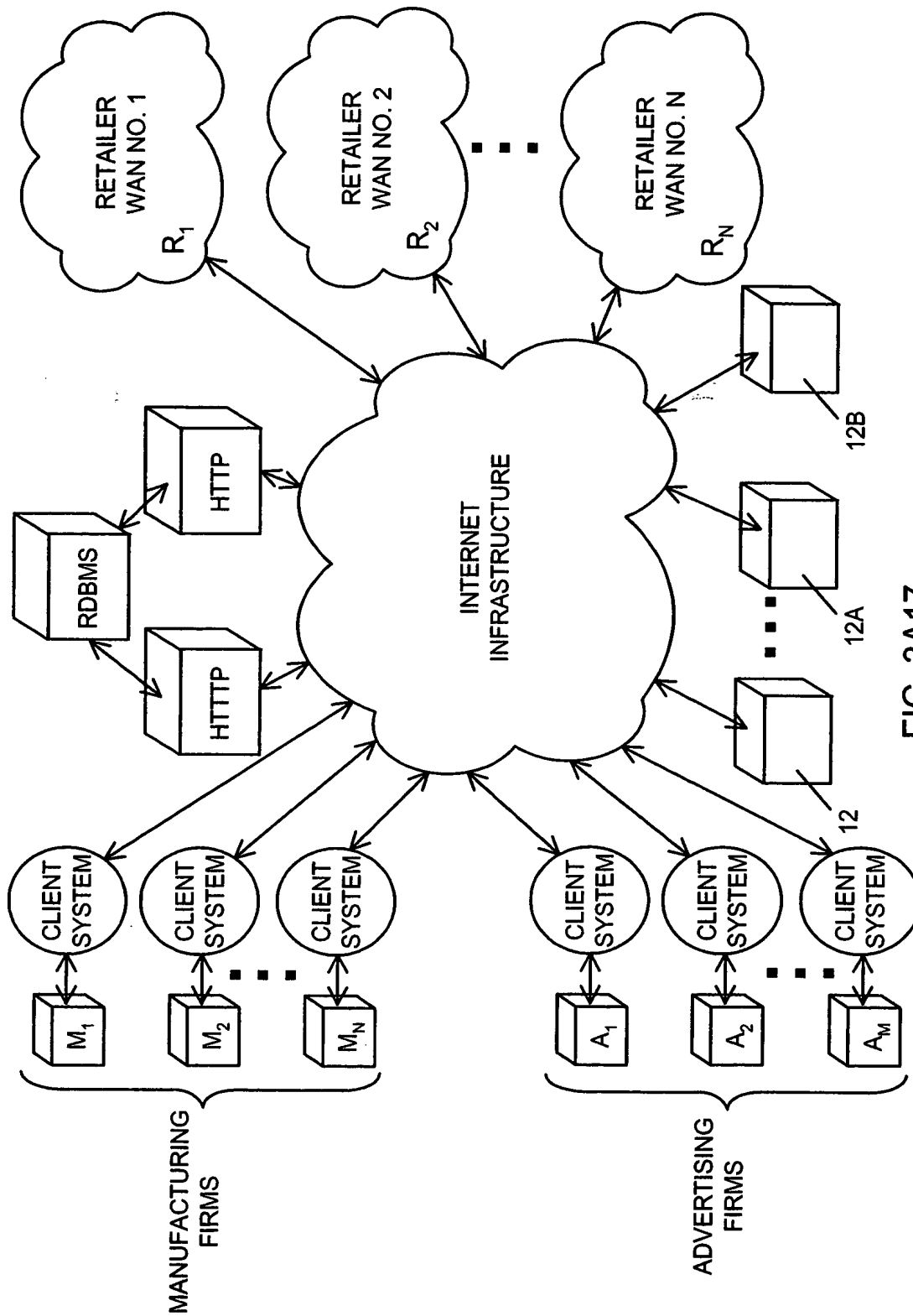
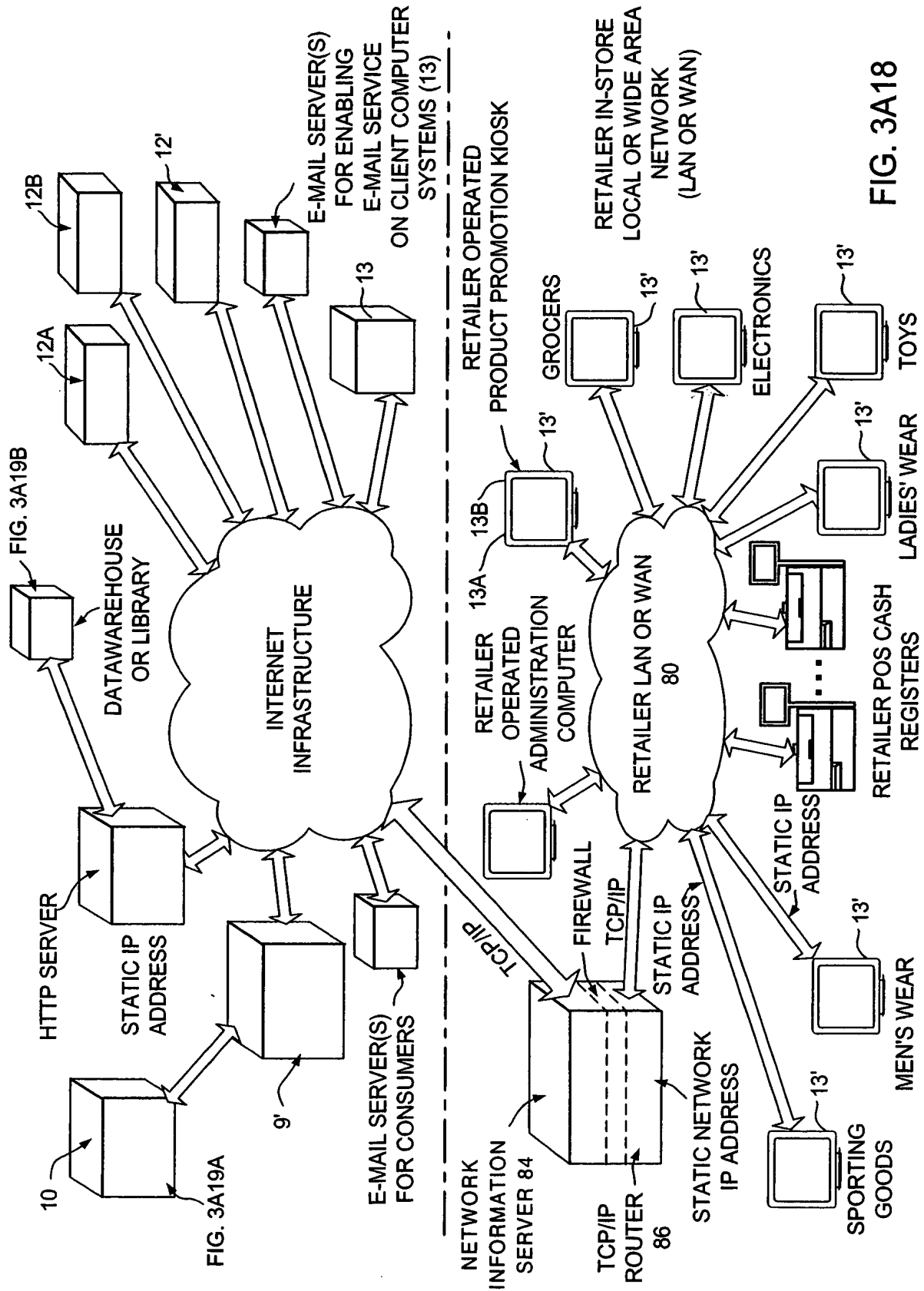


FIG. 3A15C

38/1046



391046

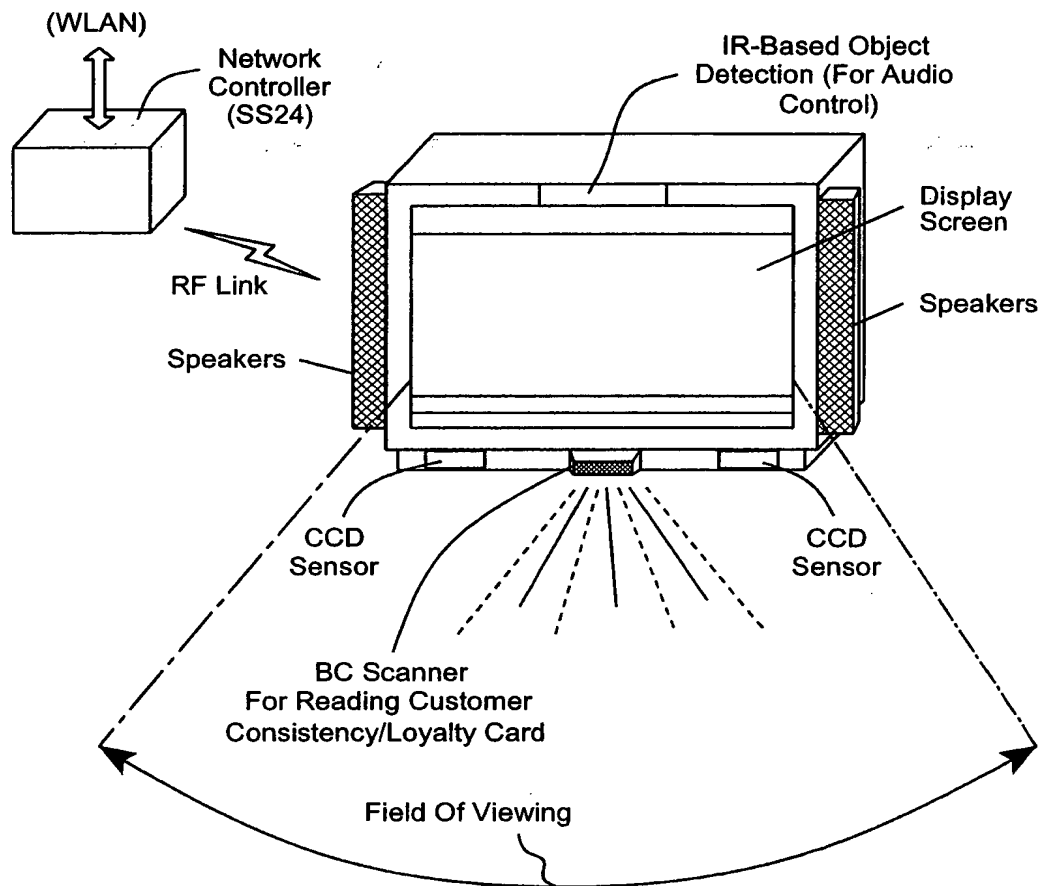


40/1046

UPN	RETAILER	URL NO.1	...	URL NO.N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
...	...	...	...	...	...	...	...

FIG. 3A19A

41/1046



Features:

- Eye Training And Accounting Subsystem
- Tracks Detected Eyeball

FIG. 3A19C

42/1046

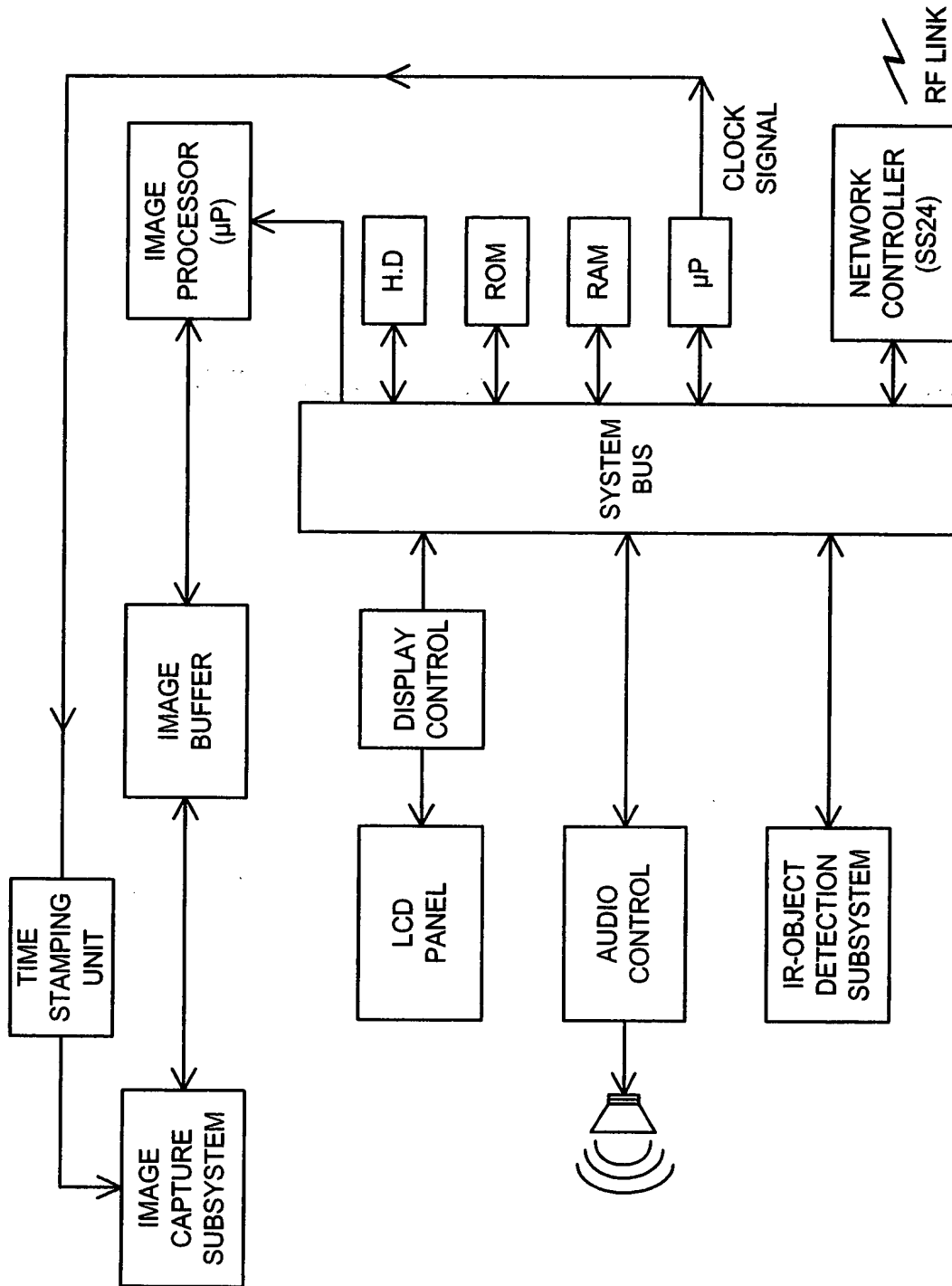


FIG. 3A19D

A3/1046

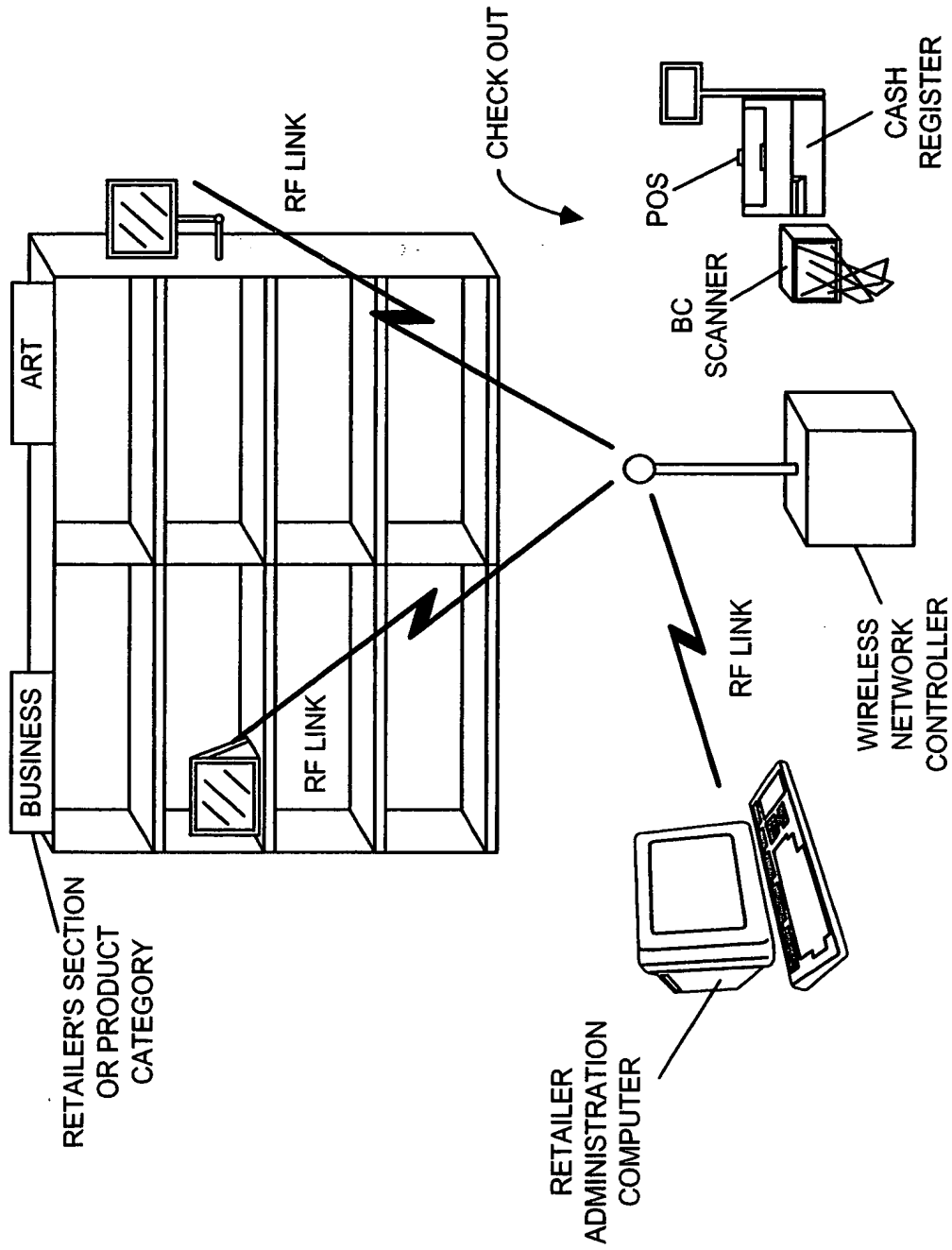


FIG. 3A20



44/1046

DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)	
DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER	
DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)	
DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)	

FIG. 3A21A

45/1046

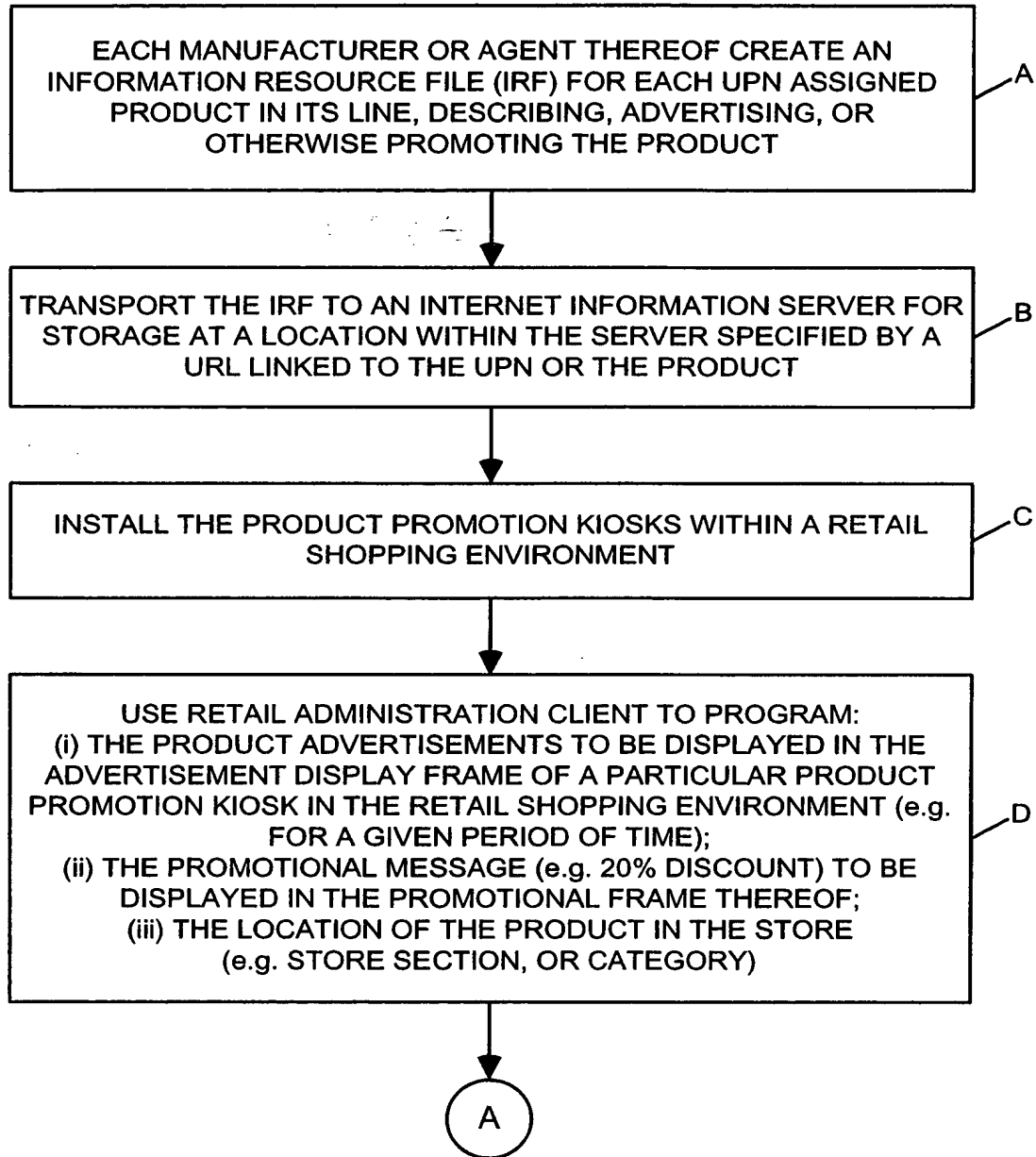


FIG. 3A22A

46/1046

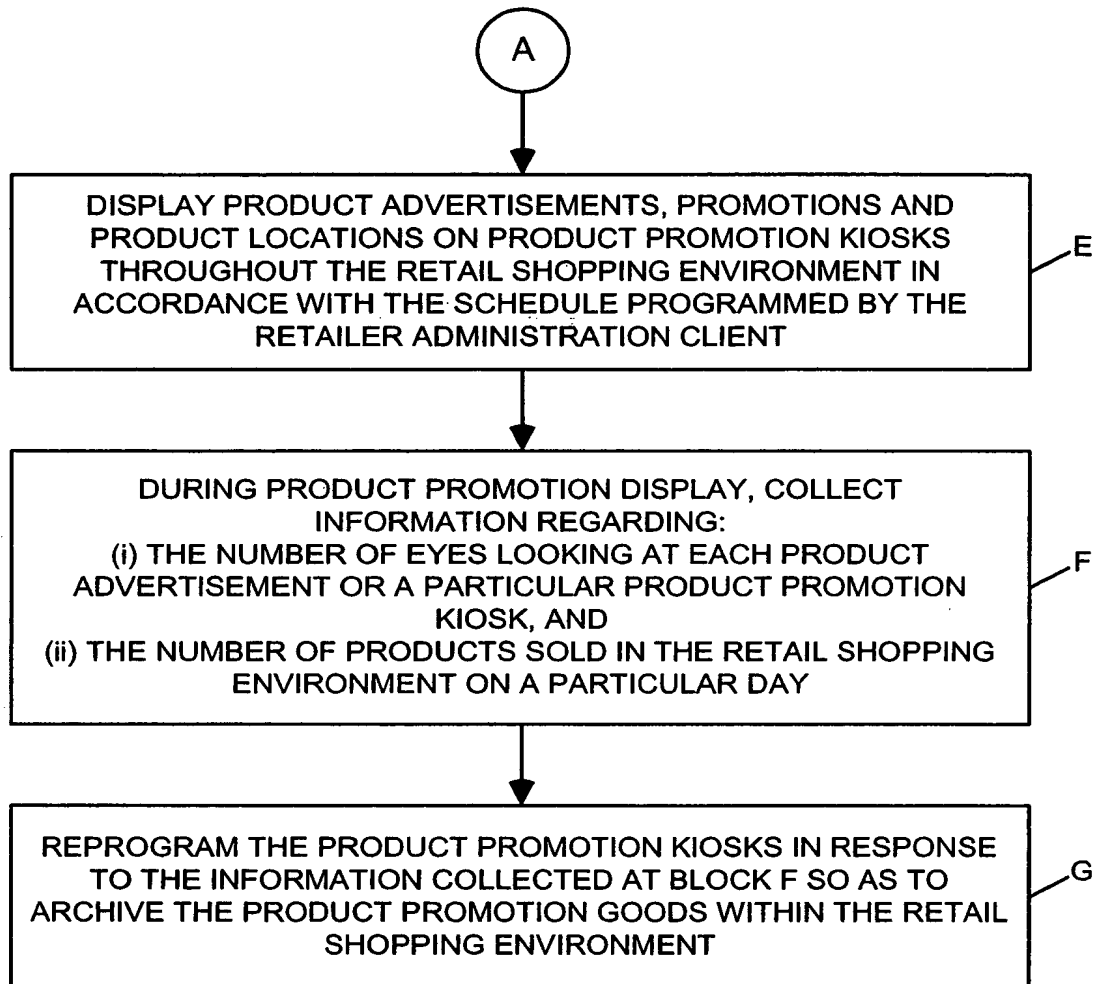


FIG. 3A22B

## PRODUCT PROMOTION PROGRAMMING TABLE

FIG. 3A23

48/1046

UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

REPORT

FIG. 3A24

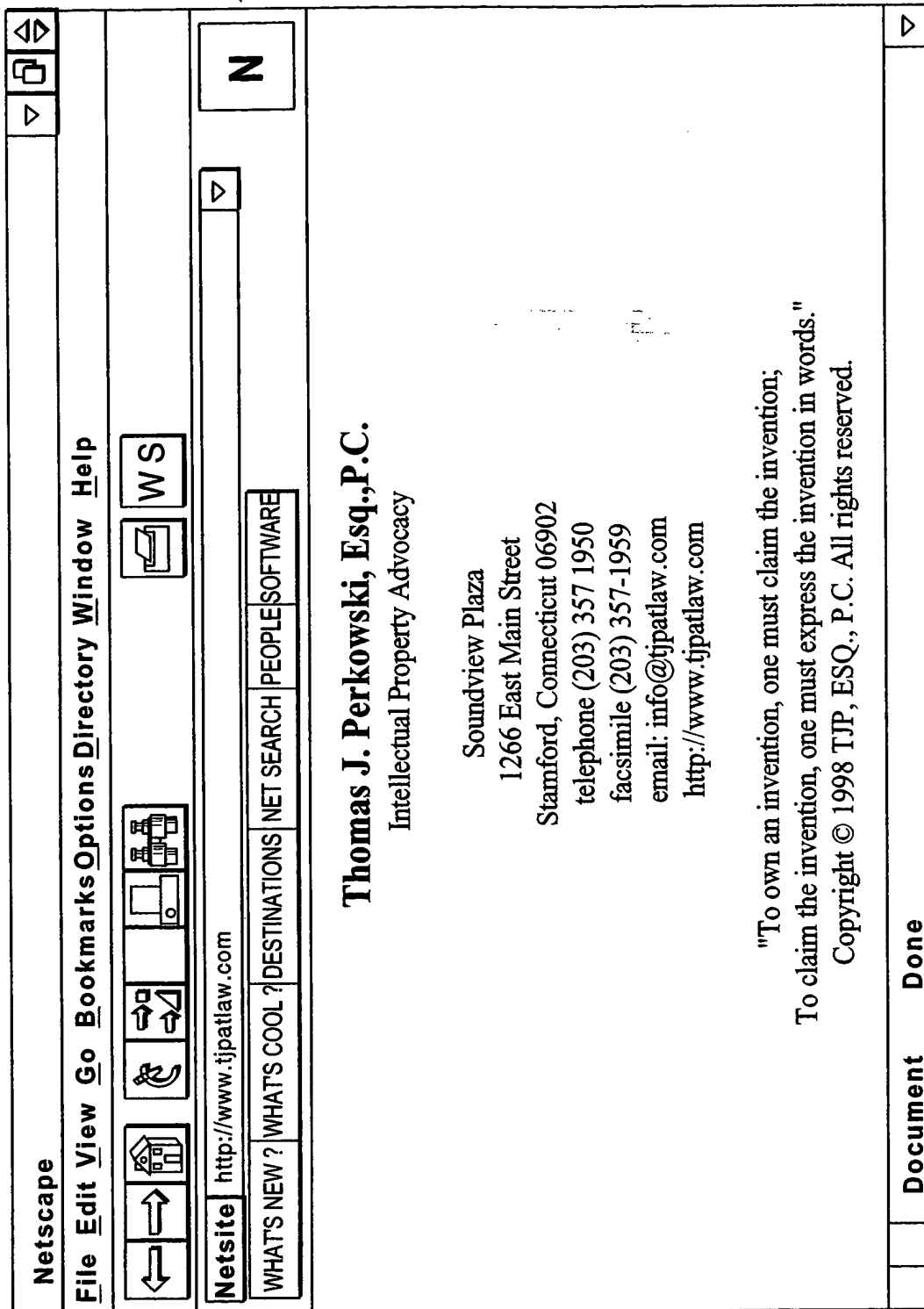


FIG. 3B

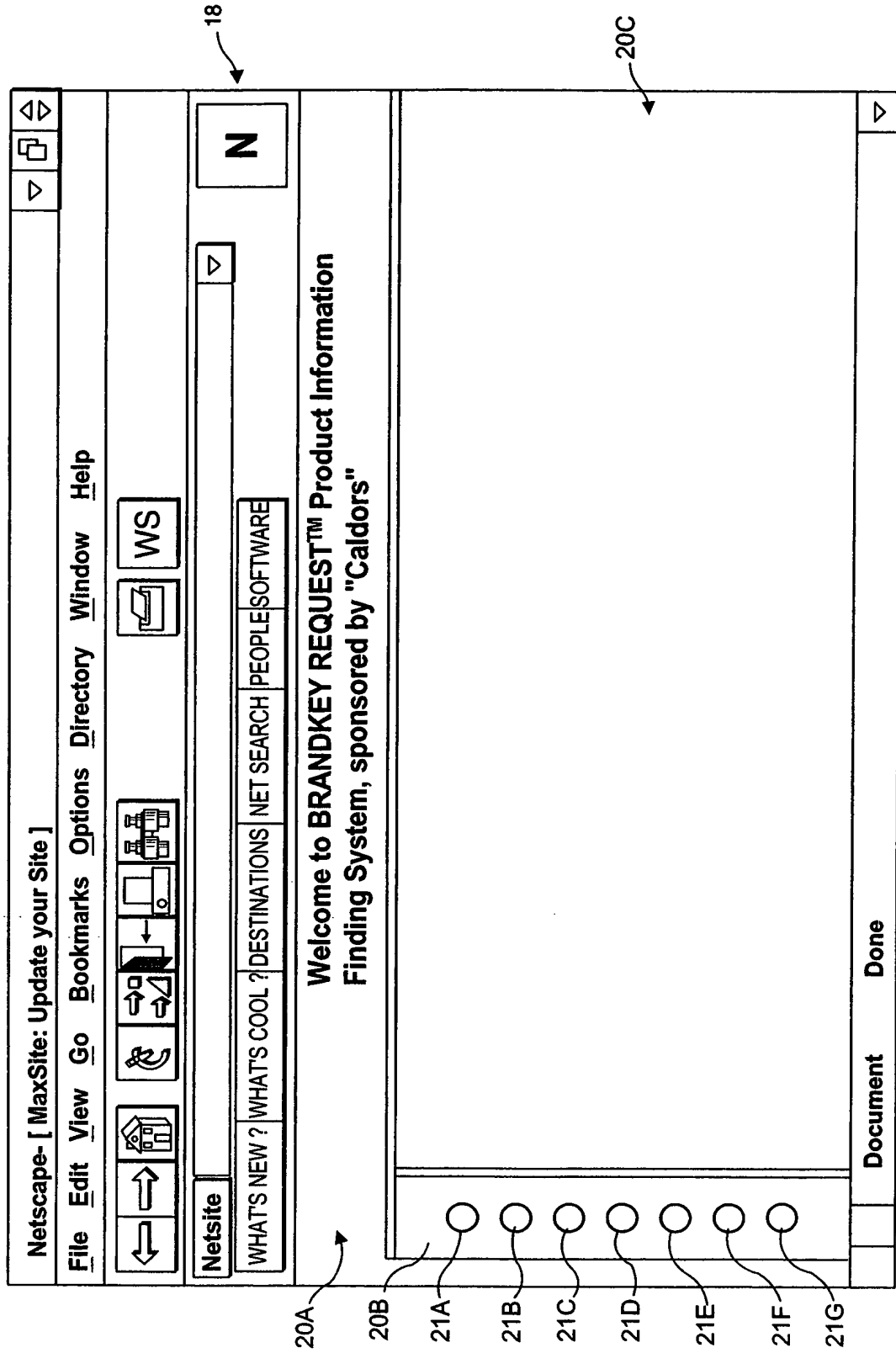


FIG. 3C

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/ 17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http:// www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http:// www.tooth.com/pc	CREST			
3/12547/ 68404/0	WARNER WELCOME	ACID REDUCER	http:// www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/ 17643/4	KODAK, INC.	FILM PROCESSING	http:// www.kodak.com/pc	KODAK			
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •
0/27242/ 51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/ pc	SONY			

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST,  
CPIR-ENABLING APPLLET LIBRARY



URL	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA- NEOUS INFORMATION FIELD	PRODUCT ADVERTI- SEMENT INFORMATION FIELD
.	.	.	.	.	.	.	.
.	.	.	.	.	.	.	.
.	.	.	.	.	.	.	.

FIG. 4A2

53/1040

I P / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
:	:	:	:	:	:
:	:	:	:	:	:

FIG. 4B

5A/1046

Manufacturer	
Company Name	
Street Address	
City	
State	
Postal Code	
Country	
Manufacturer ID Number	
Contact Person	
Phone Number	
E-Mail	
Domain Name	
Website Creation Date	
Website Existence	
Manufacturer Website URL	

Consumer Product	
UPC Number	A
Company Name	A
Manufacturer ID Number	A
Manufacturer Product Number	A
Manufacturer Website URL	A
Product Description	T

Information Resources on the WWW	
UPC Number	A
Manufacturer ID Number	A
Manufacturer Product Number	A
Company Name	A
URL for Product Description	A

Manufacturer	
Company Name	A
Street Address	A
City	A
State	A
Postal Code	A
Country	A
Manufacturer ID Number	A
Contact Person	A
Phone Number	A
E-Mail	A
Domain Name	A
Website Creation Date	D
Website Existence	A
Manufacturer Website URL	A

FIG. 4C1

FIG. 4C

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

56/1046

RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

57/1046

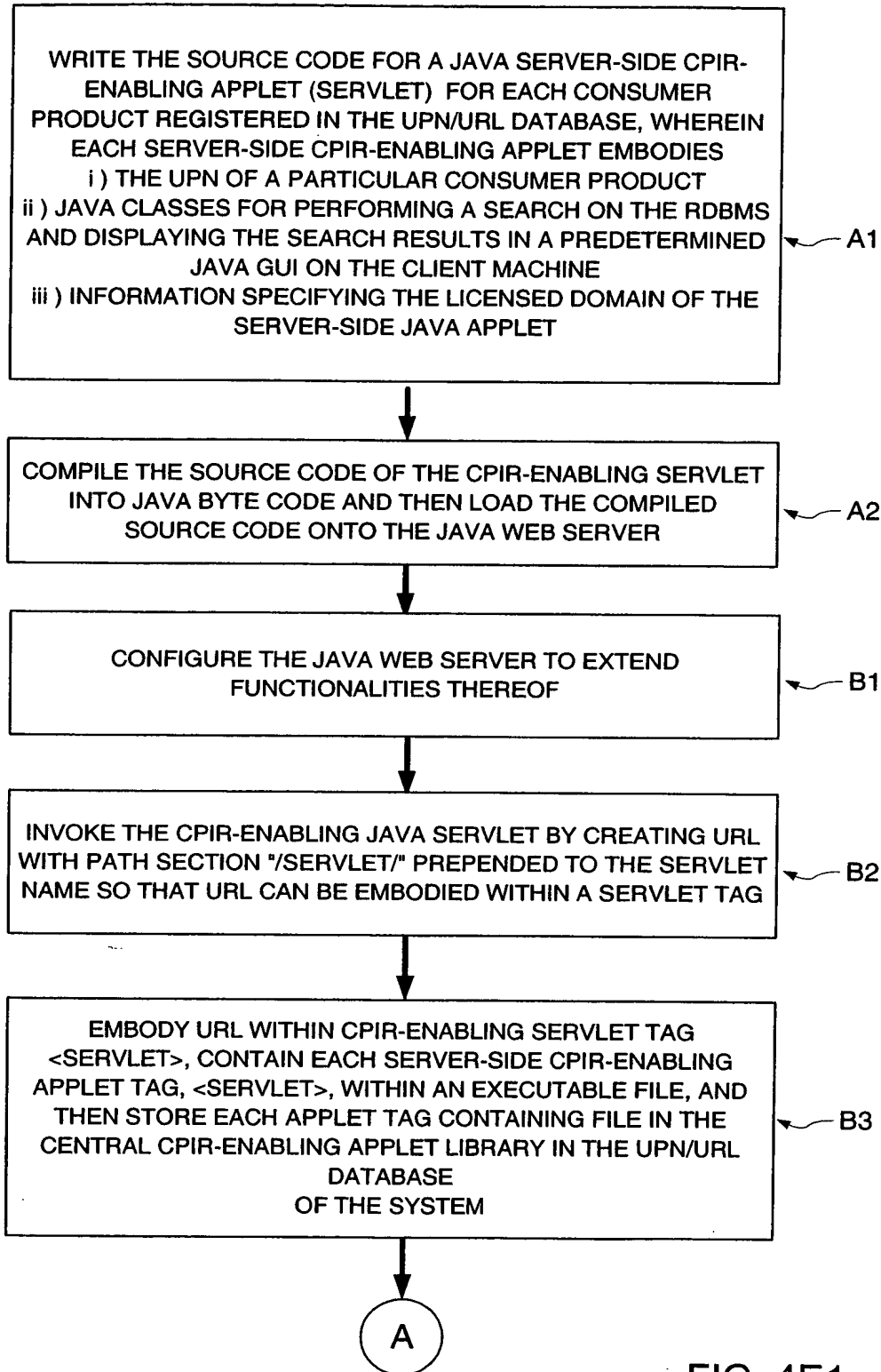


FIG. 4E1

58/1046

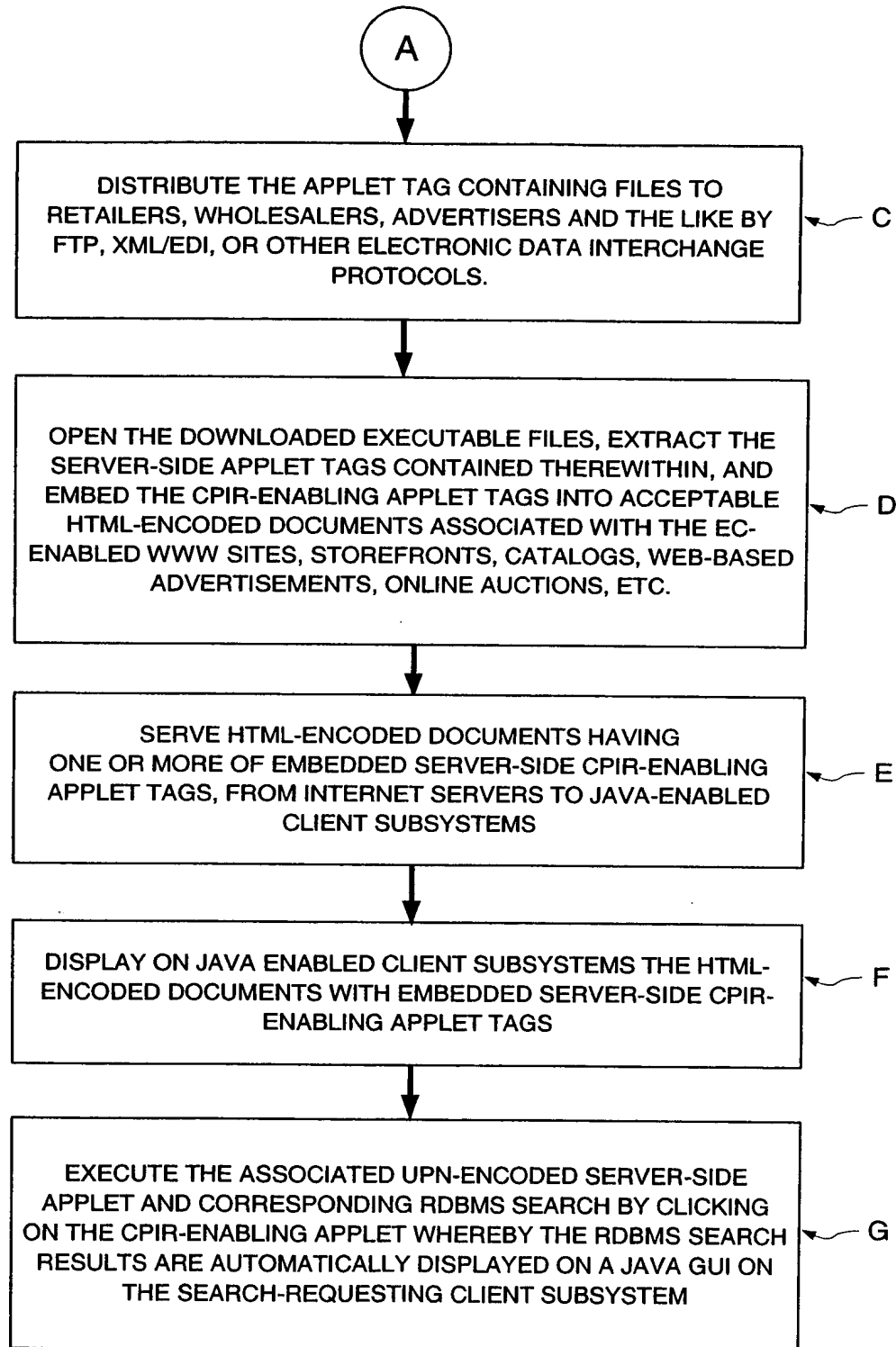


FIG. 4E2

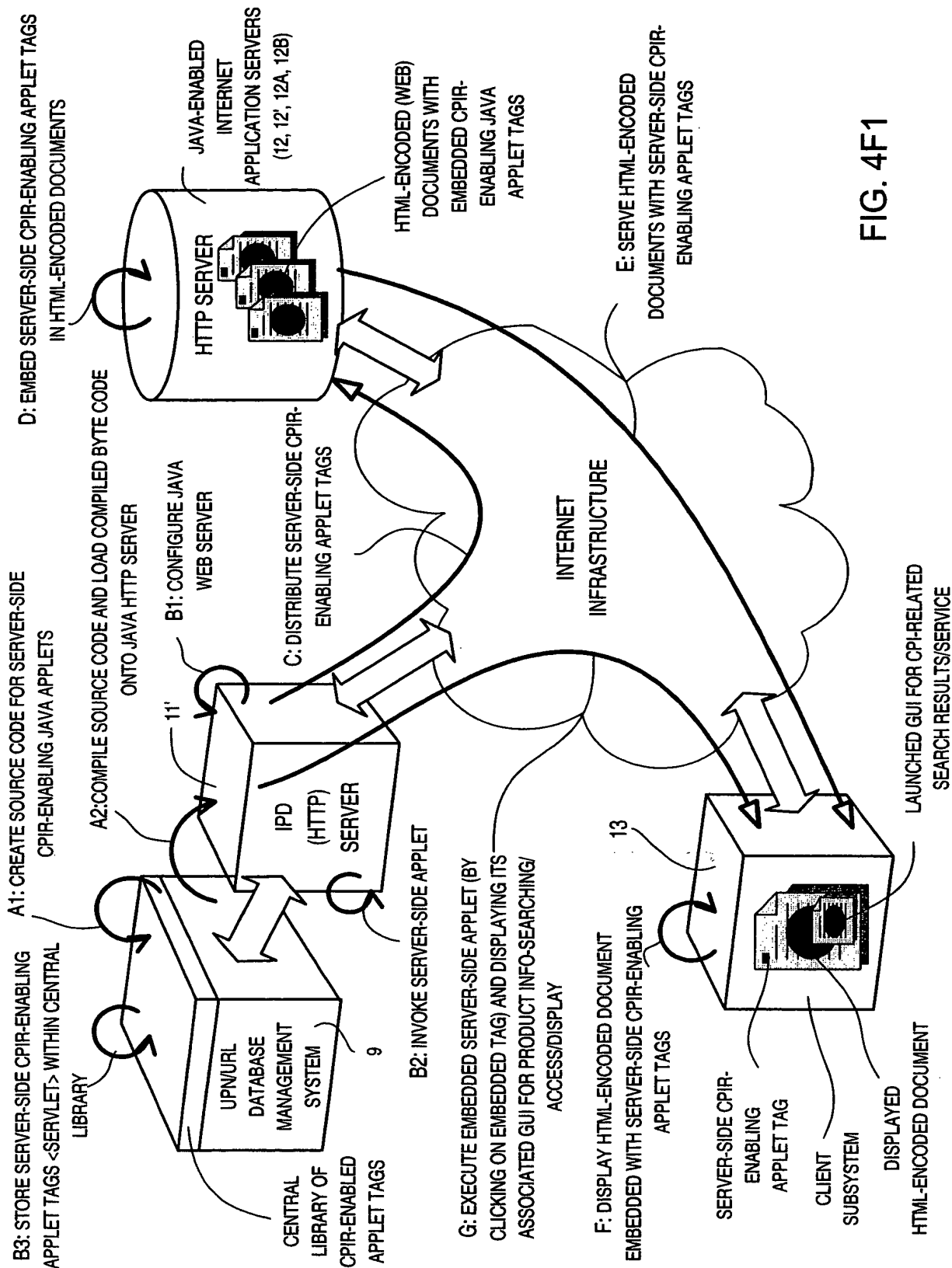


FIG. 4F1



60/1046

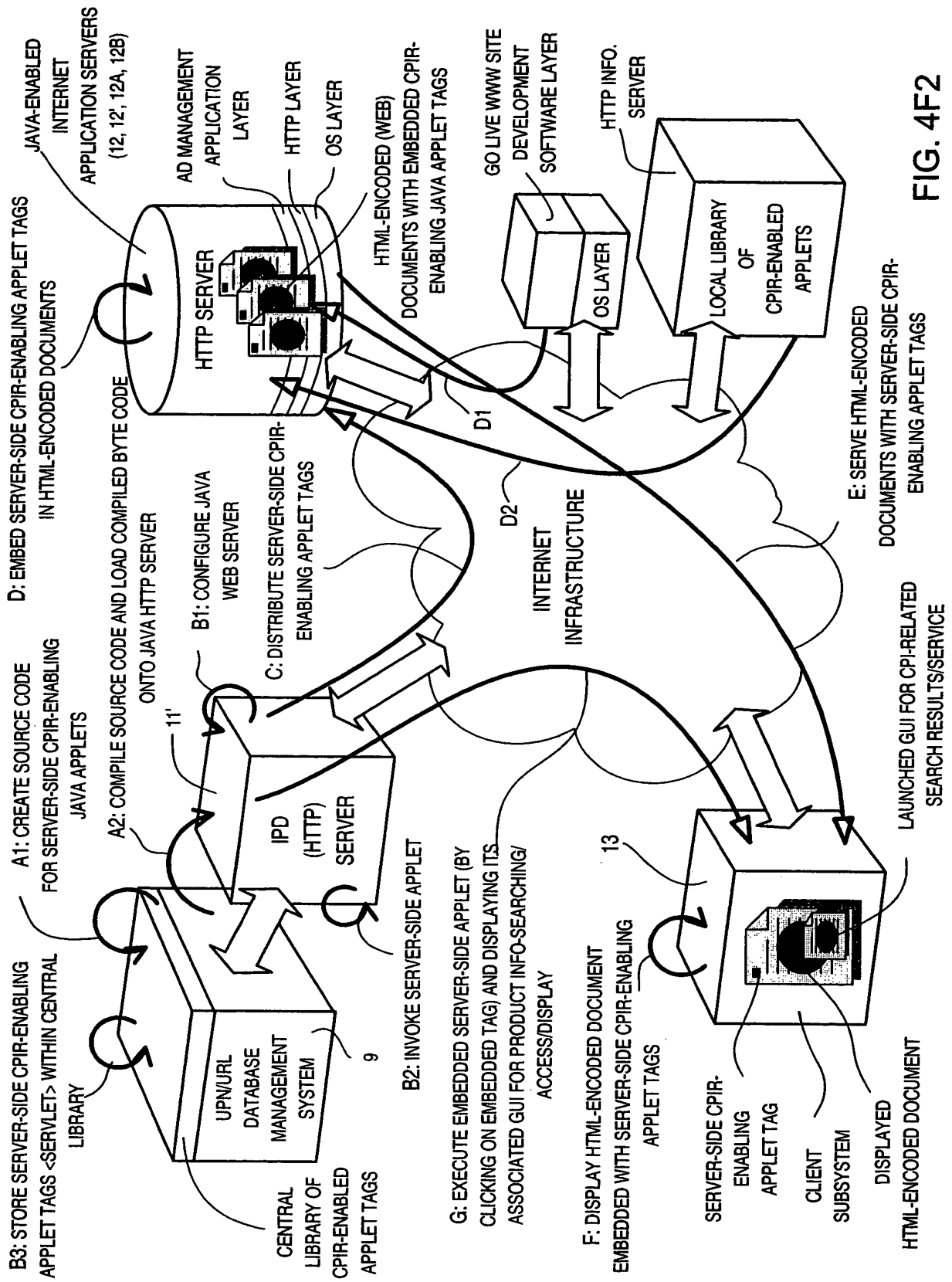


FIG. 4F2

61/1046

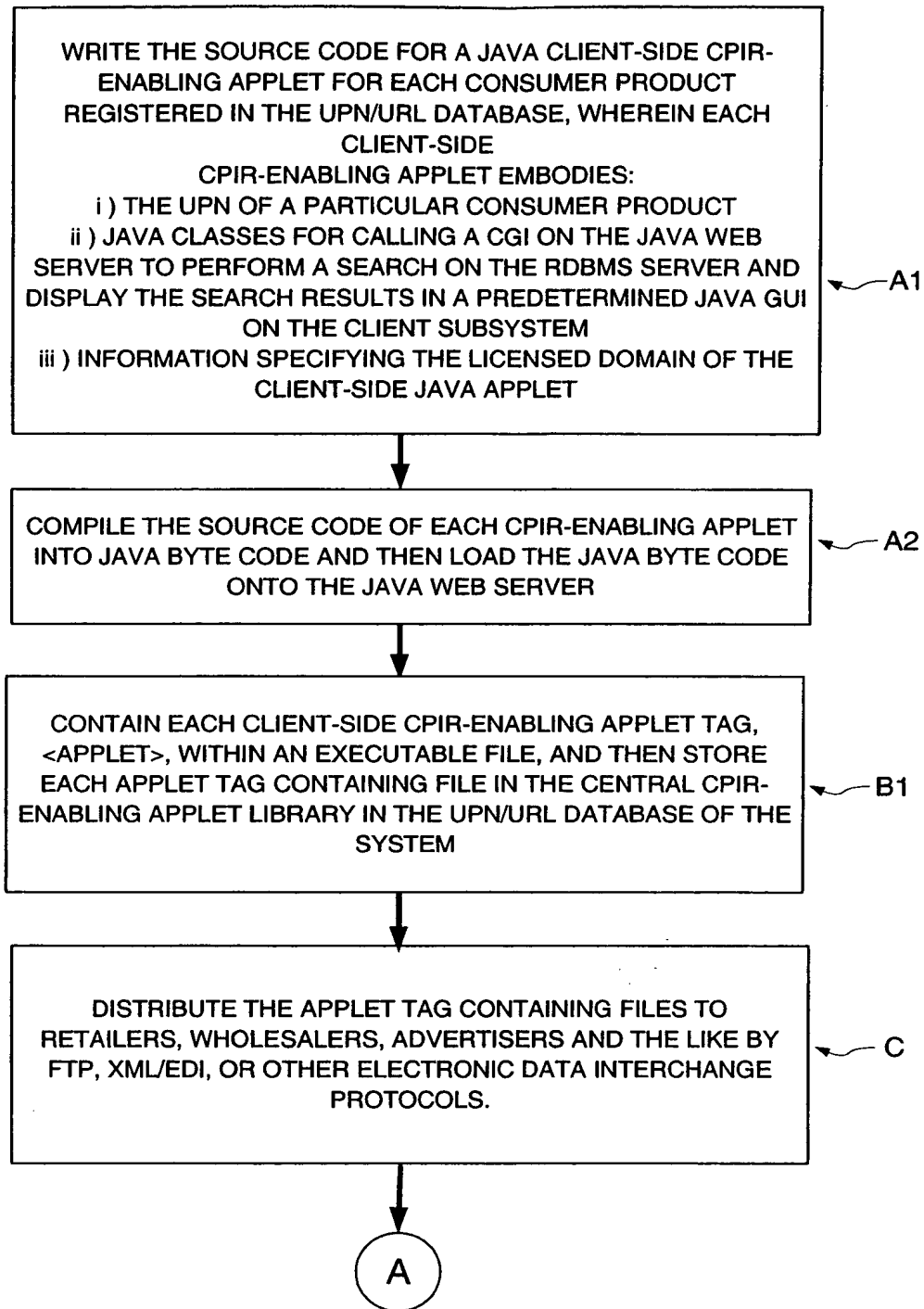


FIG. 4G1

62/1046

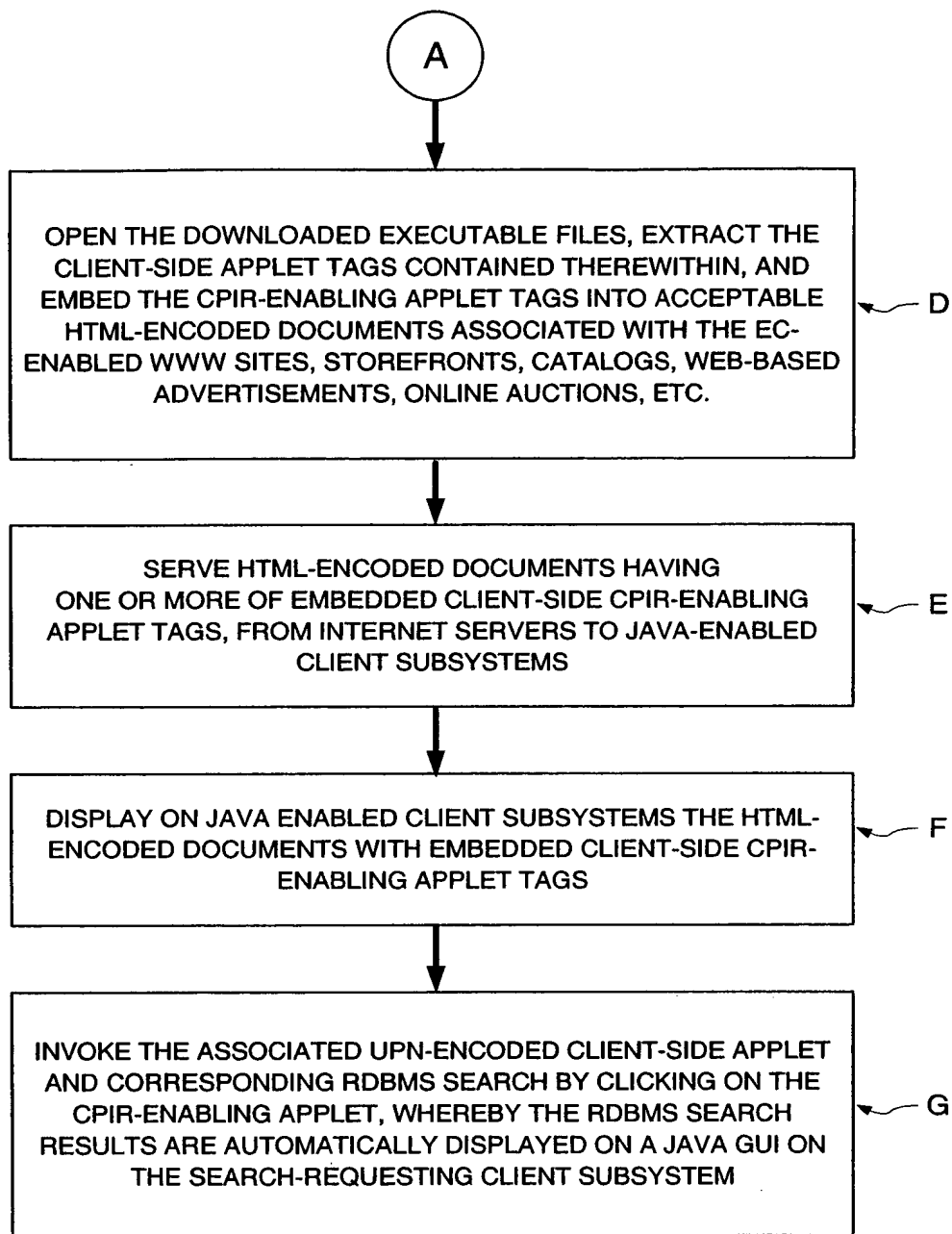


FIG. 4G2

63/1046

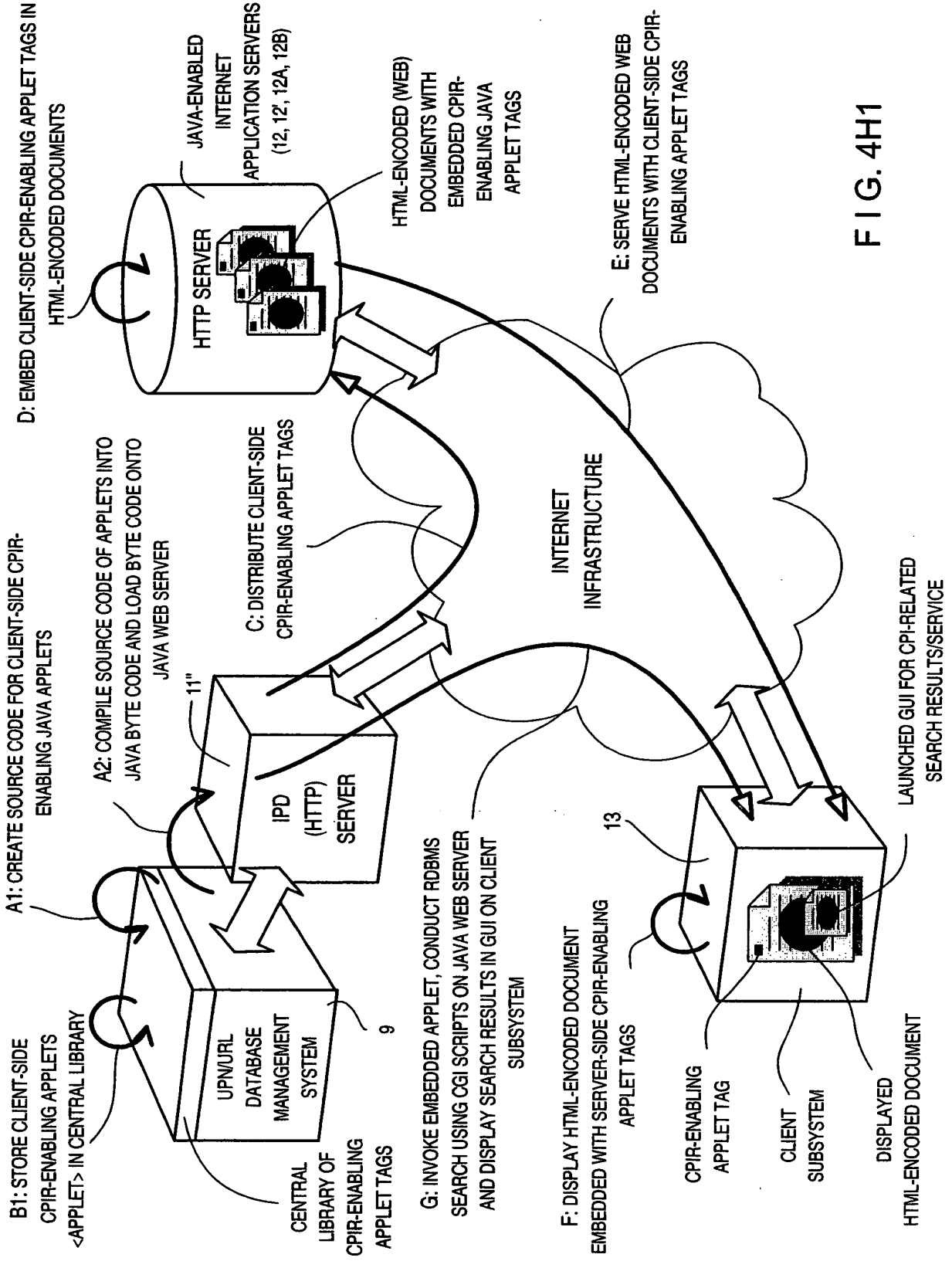


FIG. 4H1

64/1046

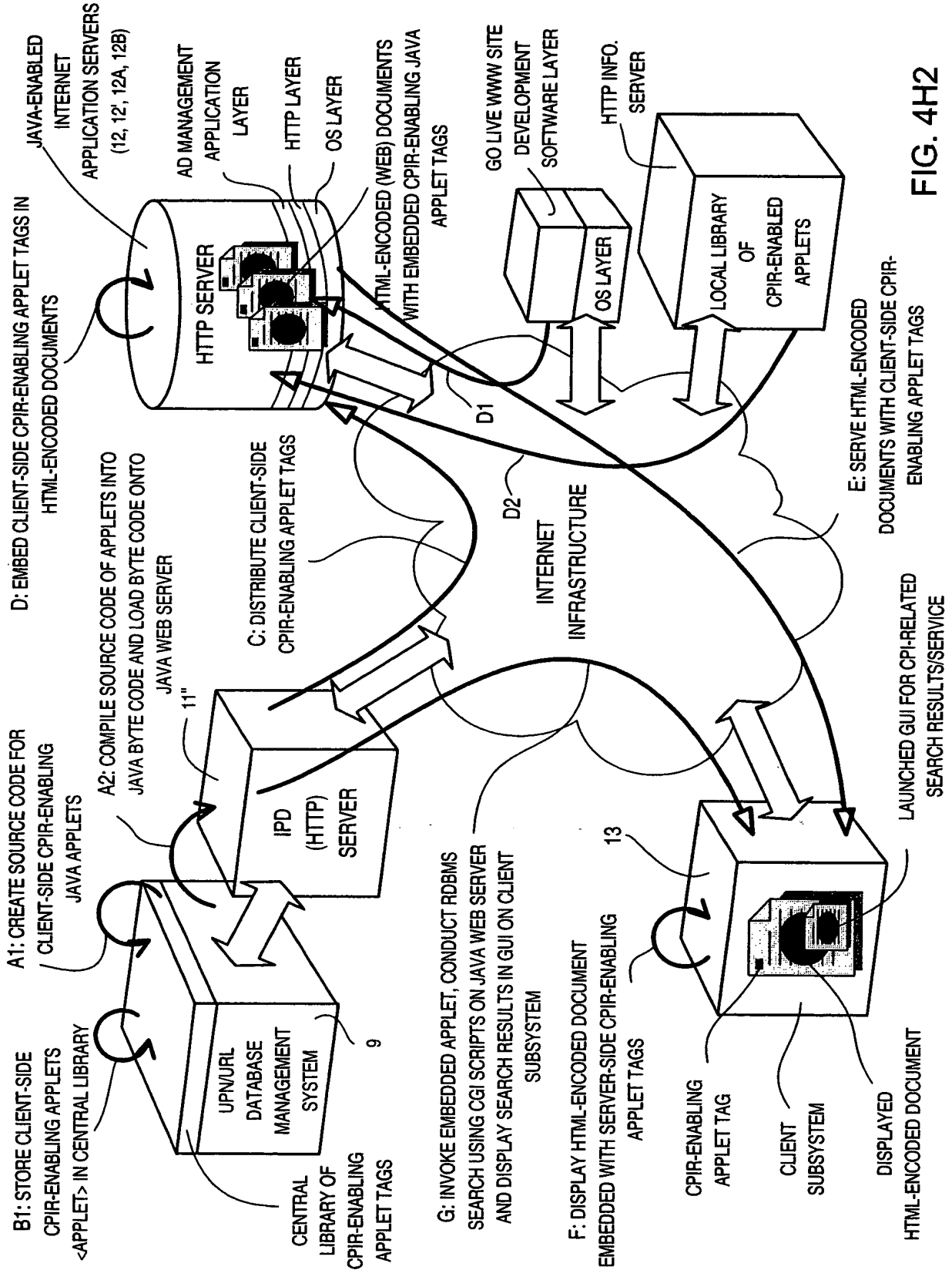


FIG. 4H2

65/1046

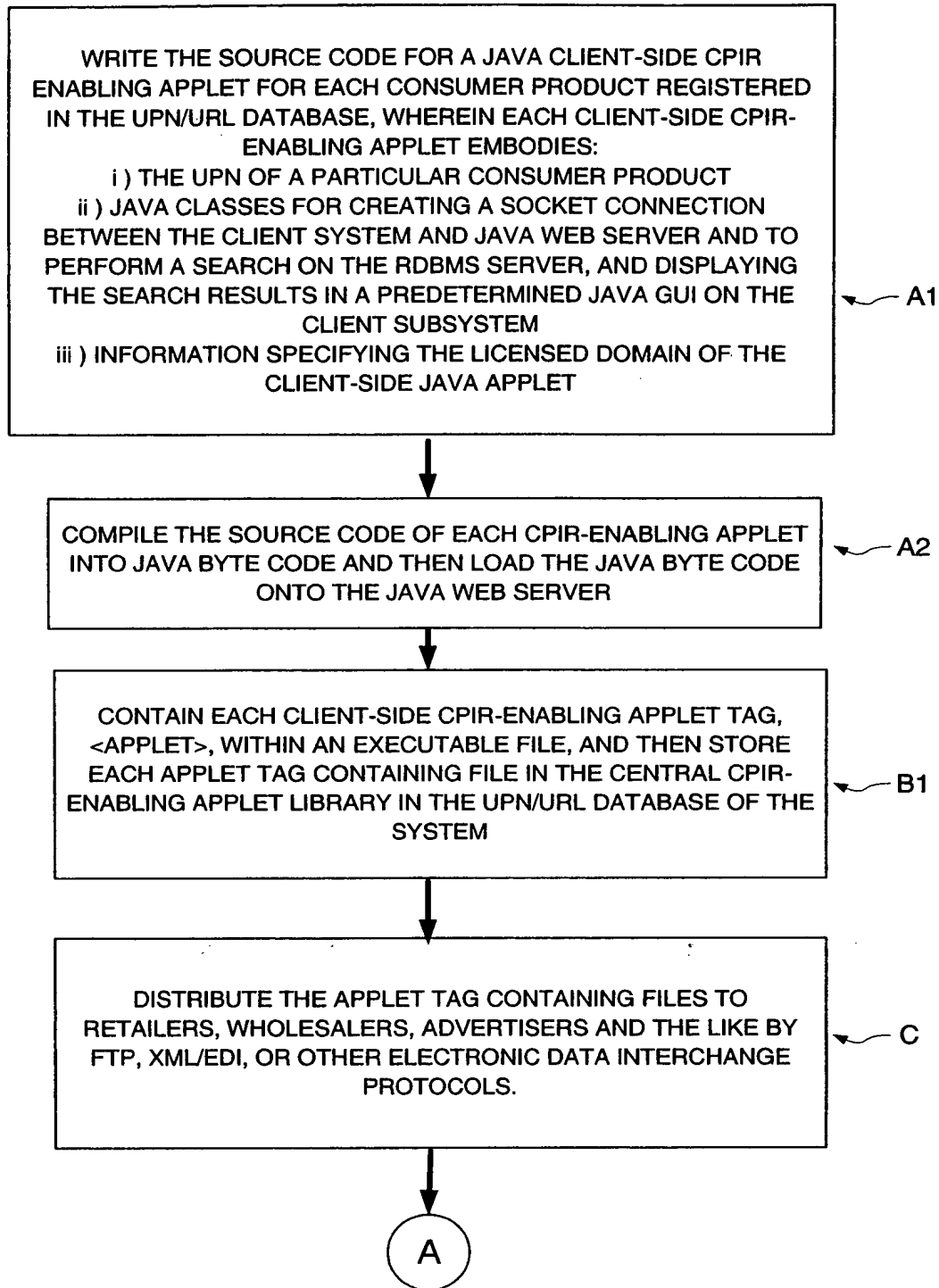


FIG. 411

66/1046

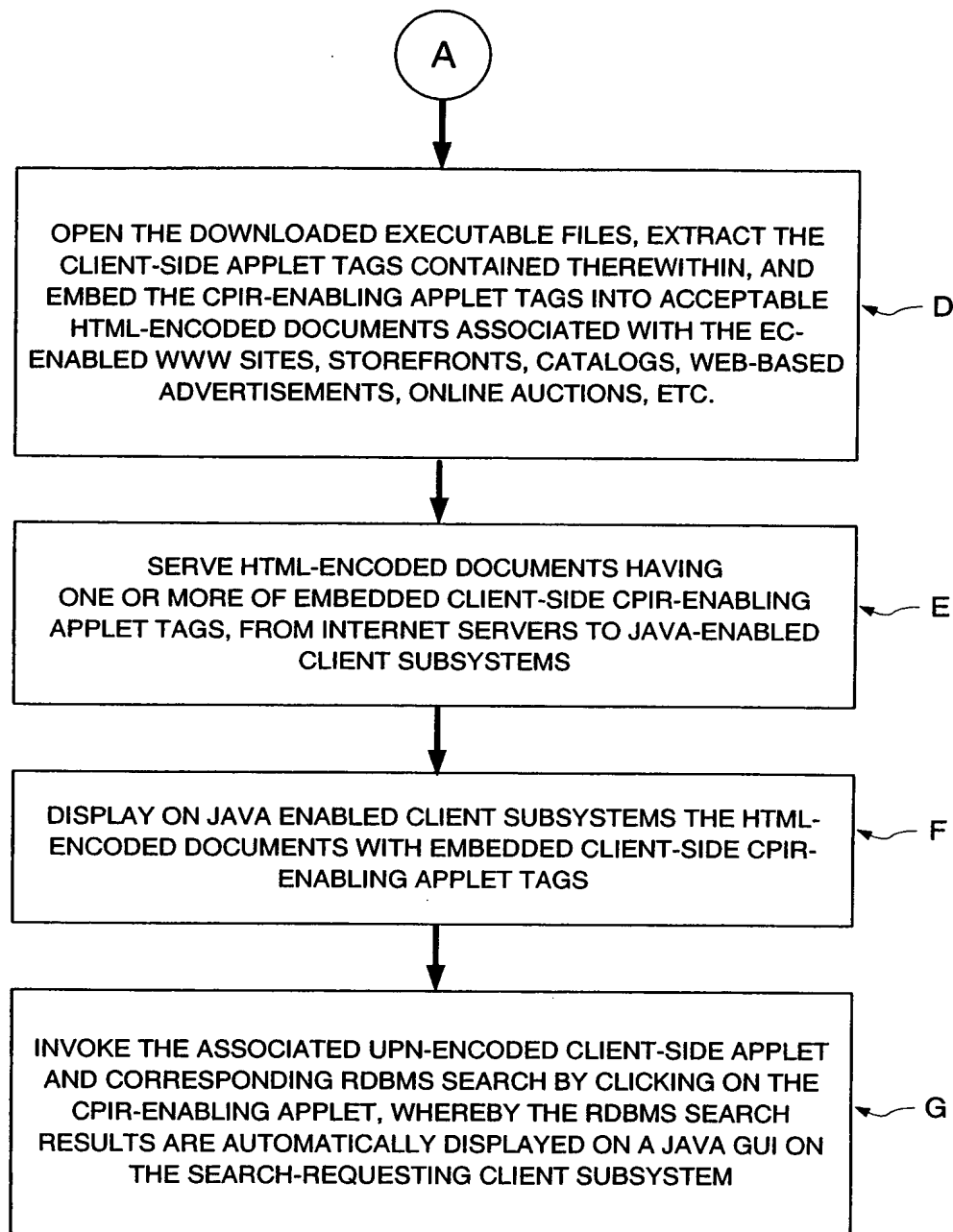
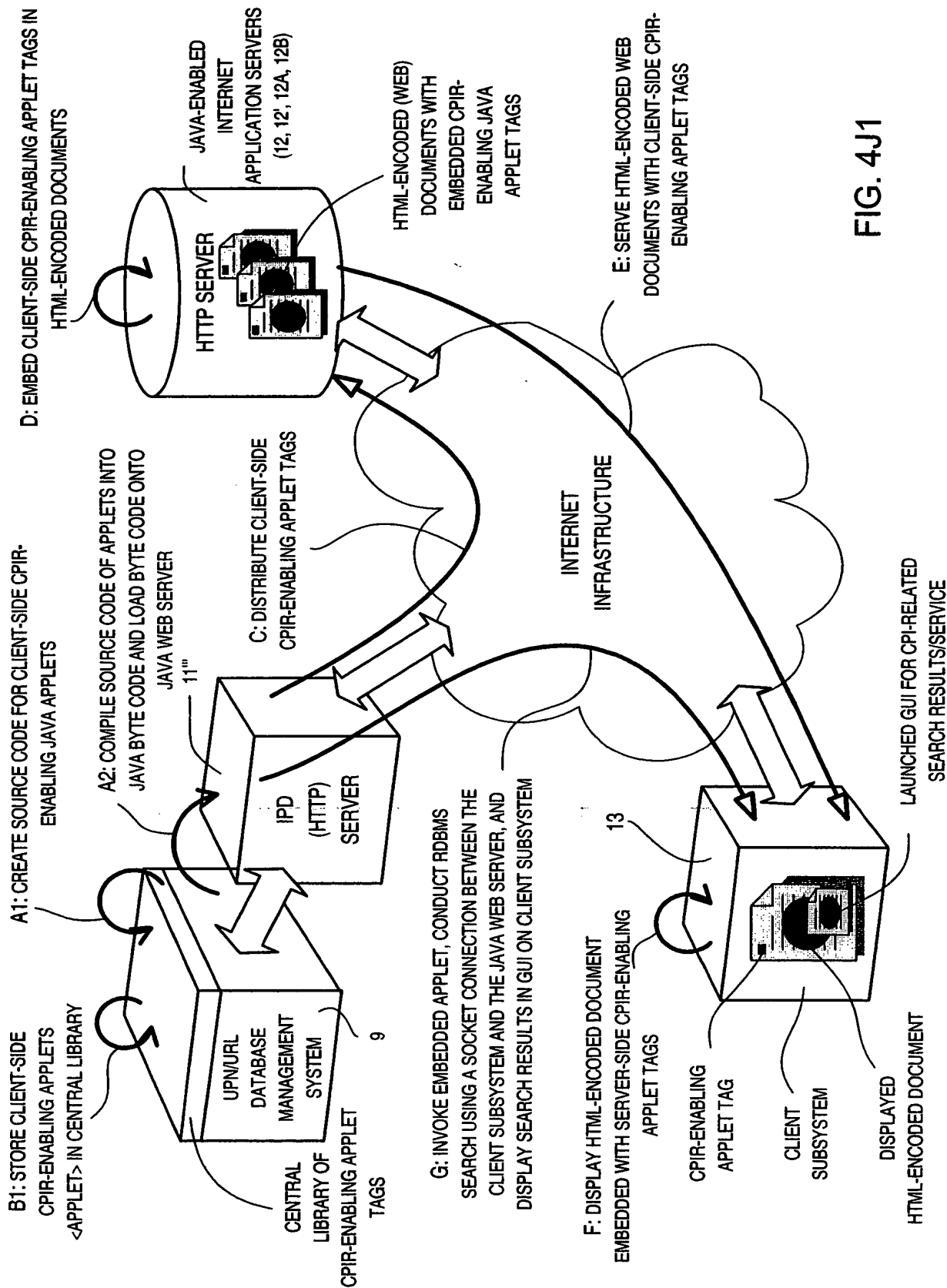


FIG. 412





69/1046

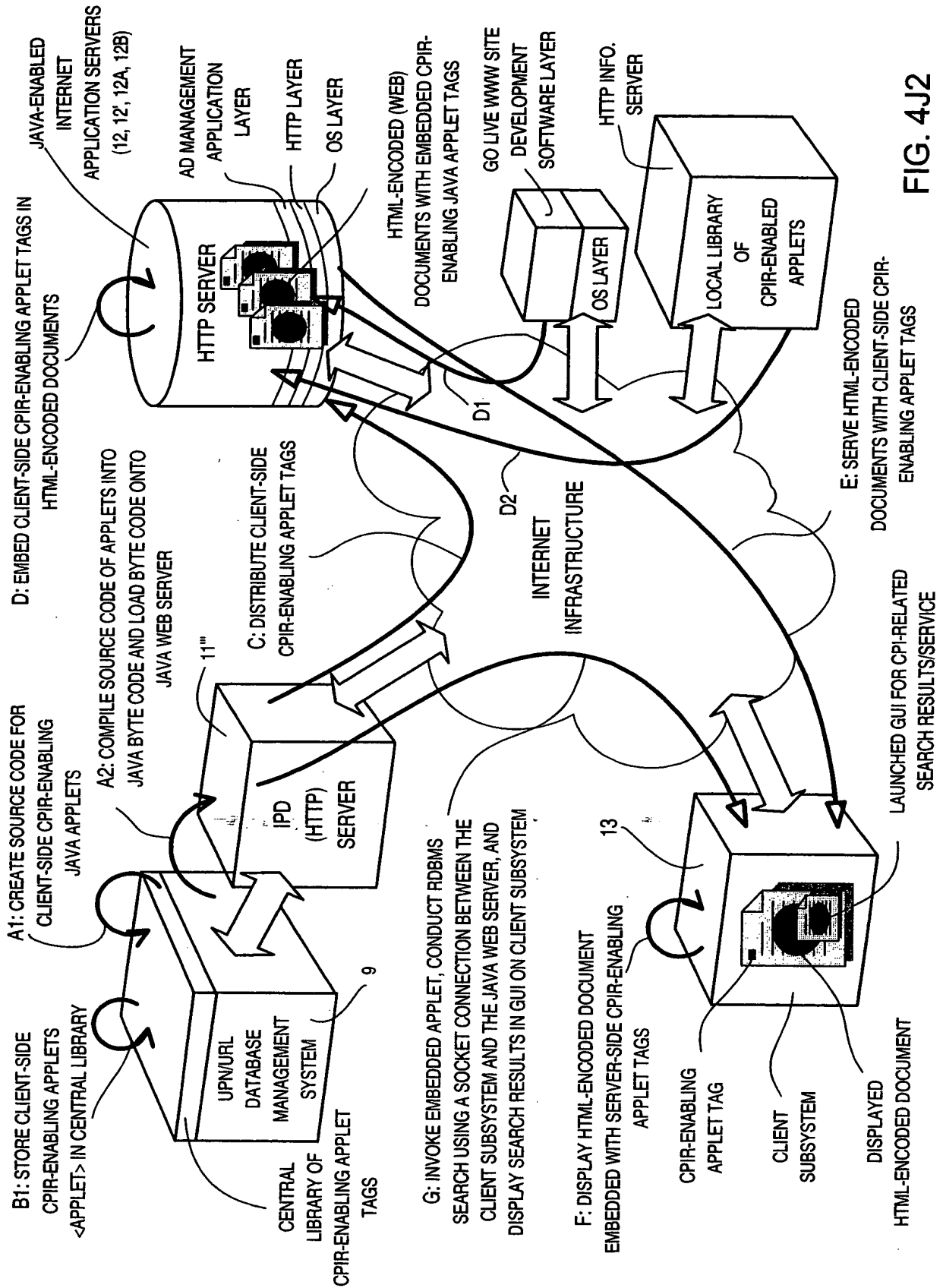


FIG. 4J2

69/1046

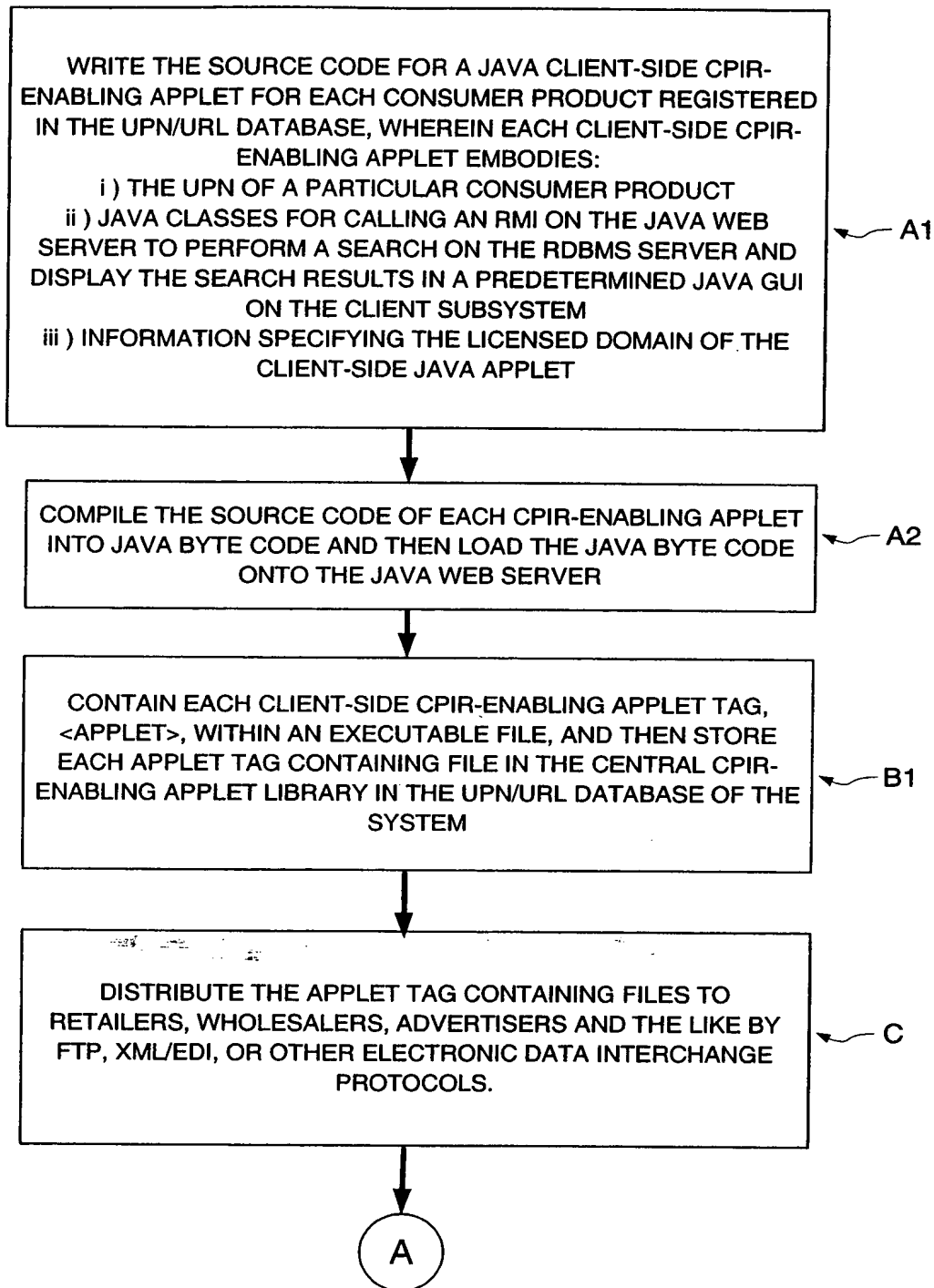


FIG. 4K1

70/1046

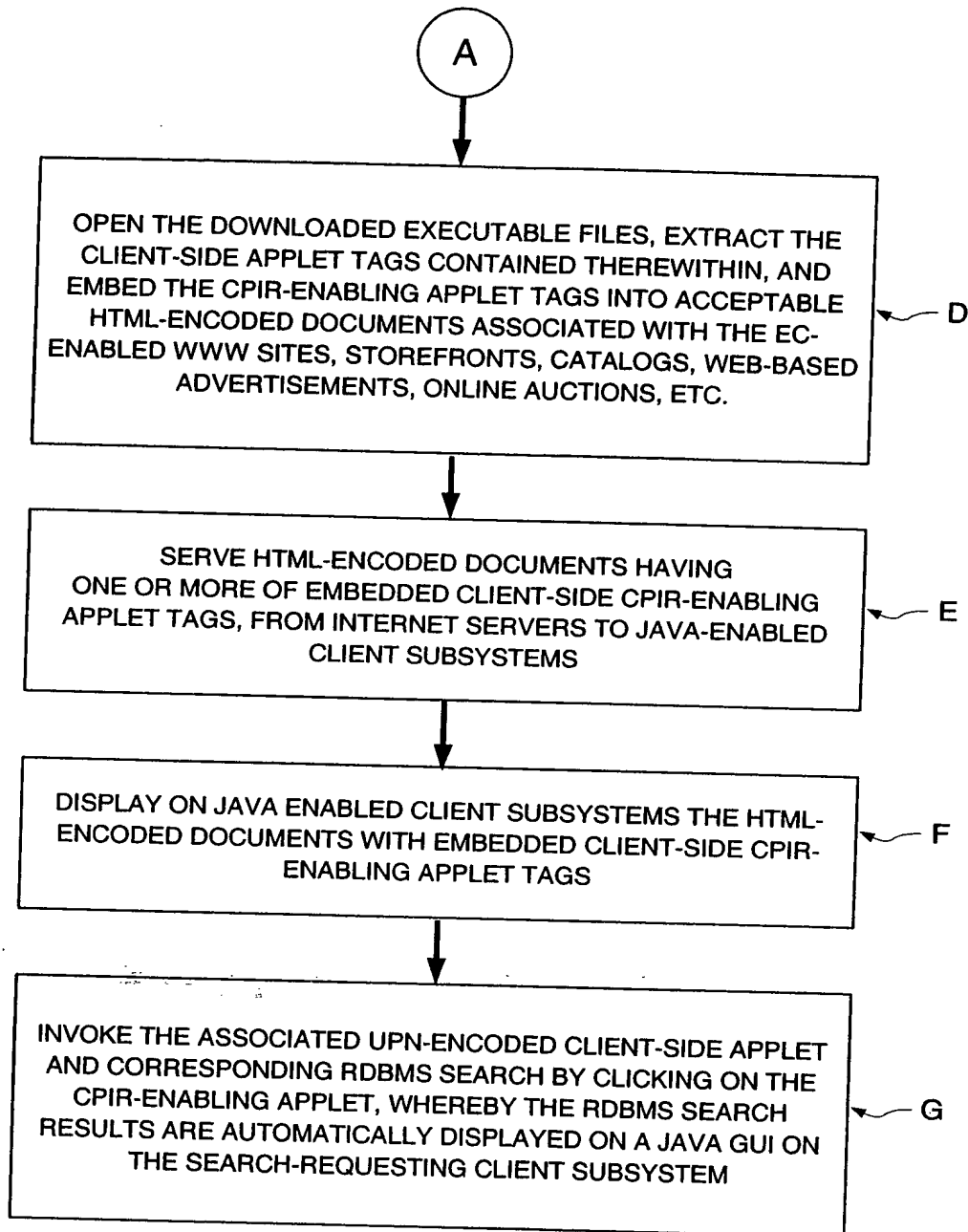


FIG. 4K2

71/ 1046

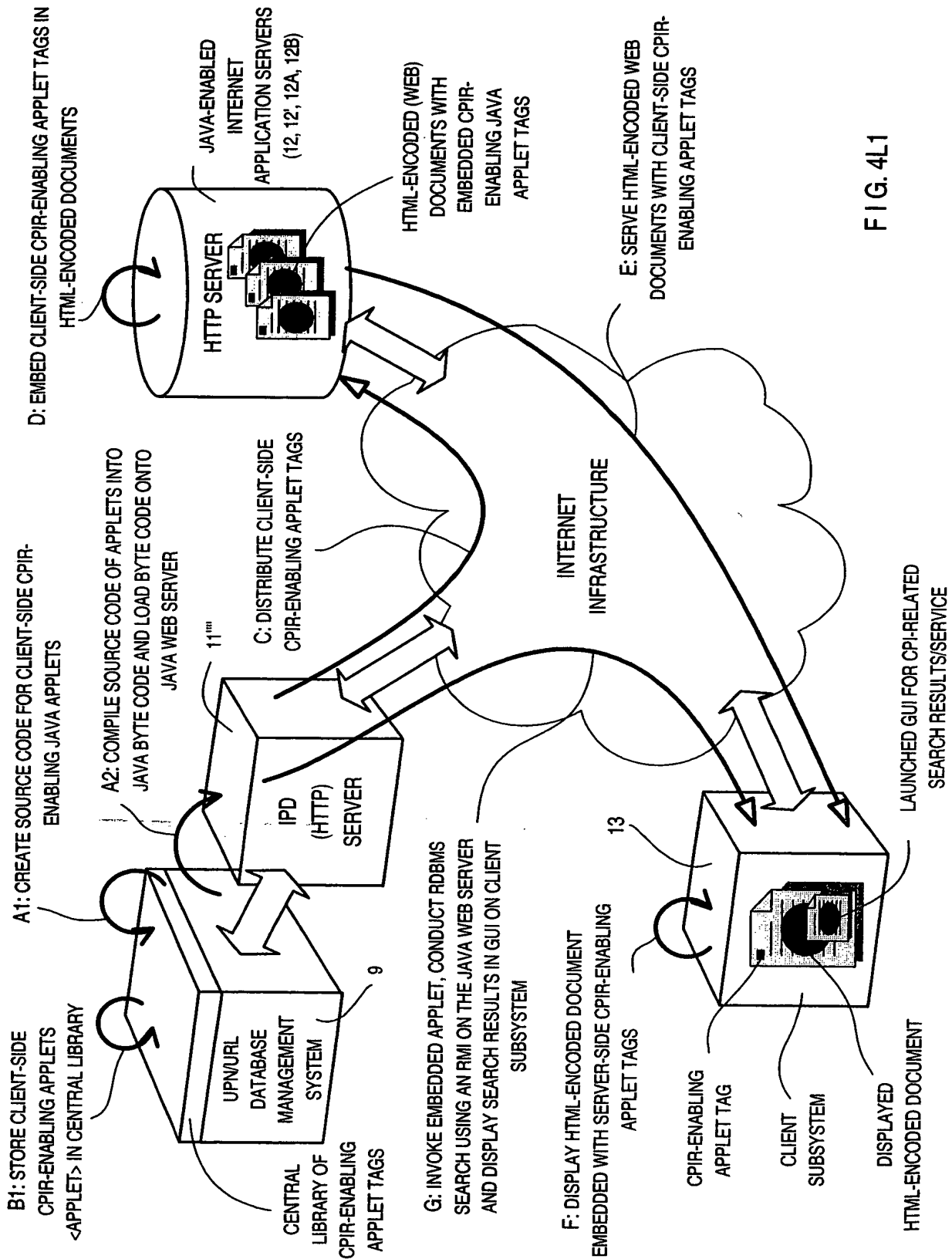
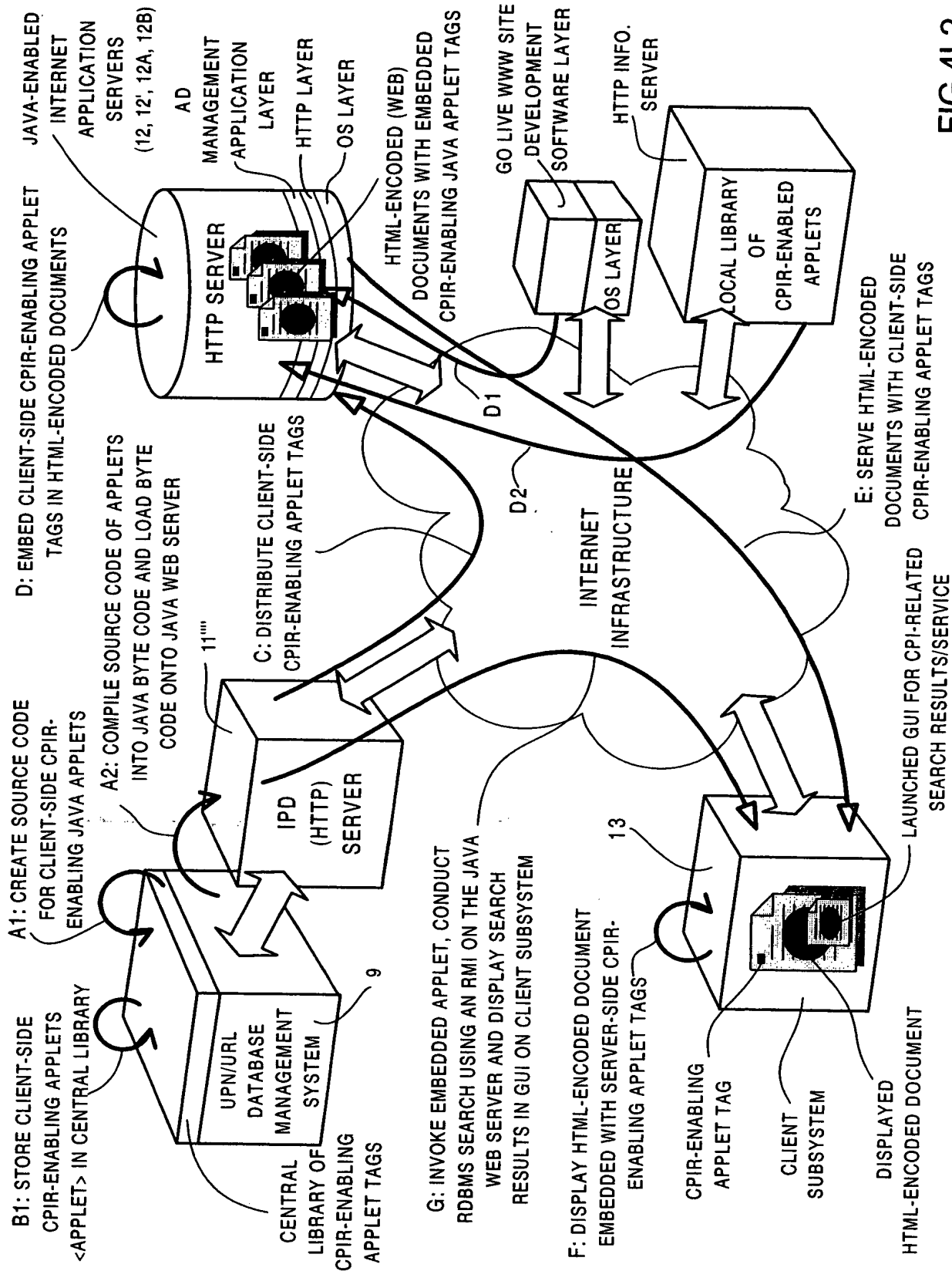


FIG. 4L1



73/ 1046

BrandKey Request™ CONSUMER PRODUCT INFORMATION SERVER

CENTRAL LIBRARY OF CPIR-ENABLING APPLETS

UPC No.	Trademark	Manufacturer No.	Download
0000000000	Power Mac Computer	0000000000	Click here to Download
1111111111	Sony	111111111111111	
22222222	J. Crew	222222222222	

BrandKey Request™

Trademark™

Home-Page™

Product Description™

Brandlinx™

Send-It-Home™

FIG. 4M1

74/ 1046

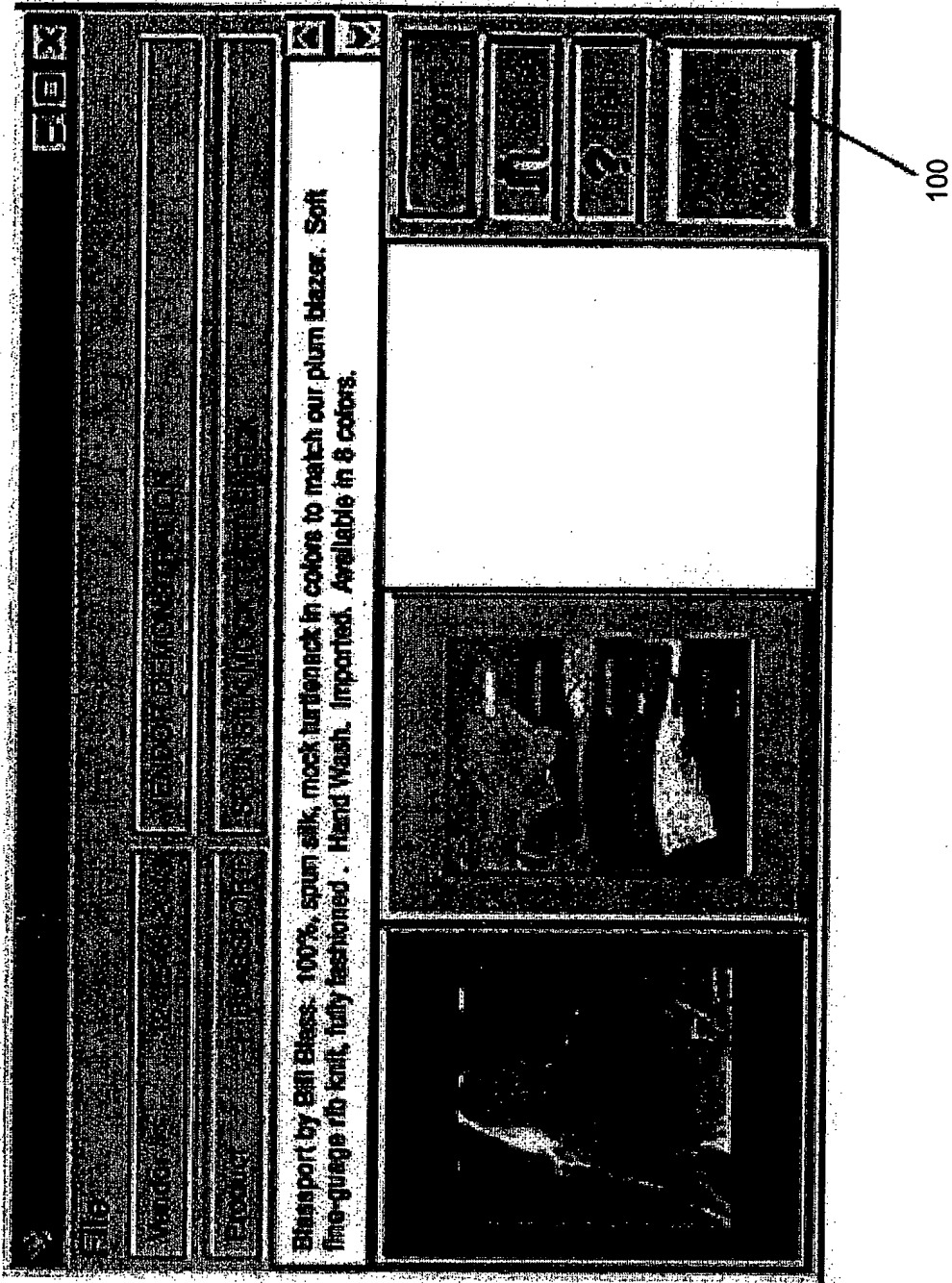


FIG. 4M2

75/1046

Yahoo! - Refine your search

2

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Click your  
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Literature, Photography...

Business & Economy  
Companies, Education, Jobs...

Computers & Internet  
Internet, WWW, Software, Games...

Education  
Colleges and Universities, K-12...

News & Media  
Entertainment, Newspapers, TV...

Recreation & Sports  
Sports, Travel, Autos, Outdoors...

Reference  
Libraries, Dictionaries, Quotations...

Regional  
Countries, Regions, US States...

In the News  
Millions of news articles  
Webmaster's tool for the  
Search engine  
Recent common citations  
Check sources of interest  
more...

Marketplace  
Millions of products  
Real Estate, Autos, Travel, Miscellany  
more...

FIG. 4N1



76/1046

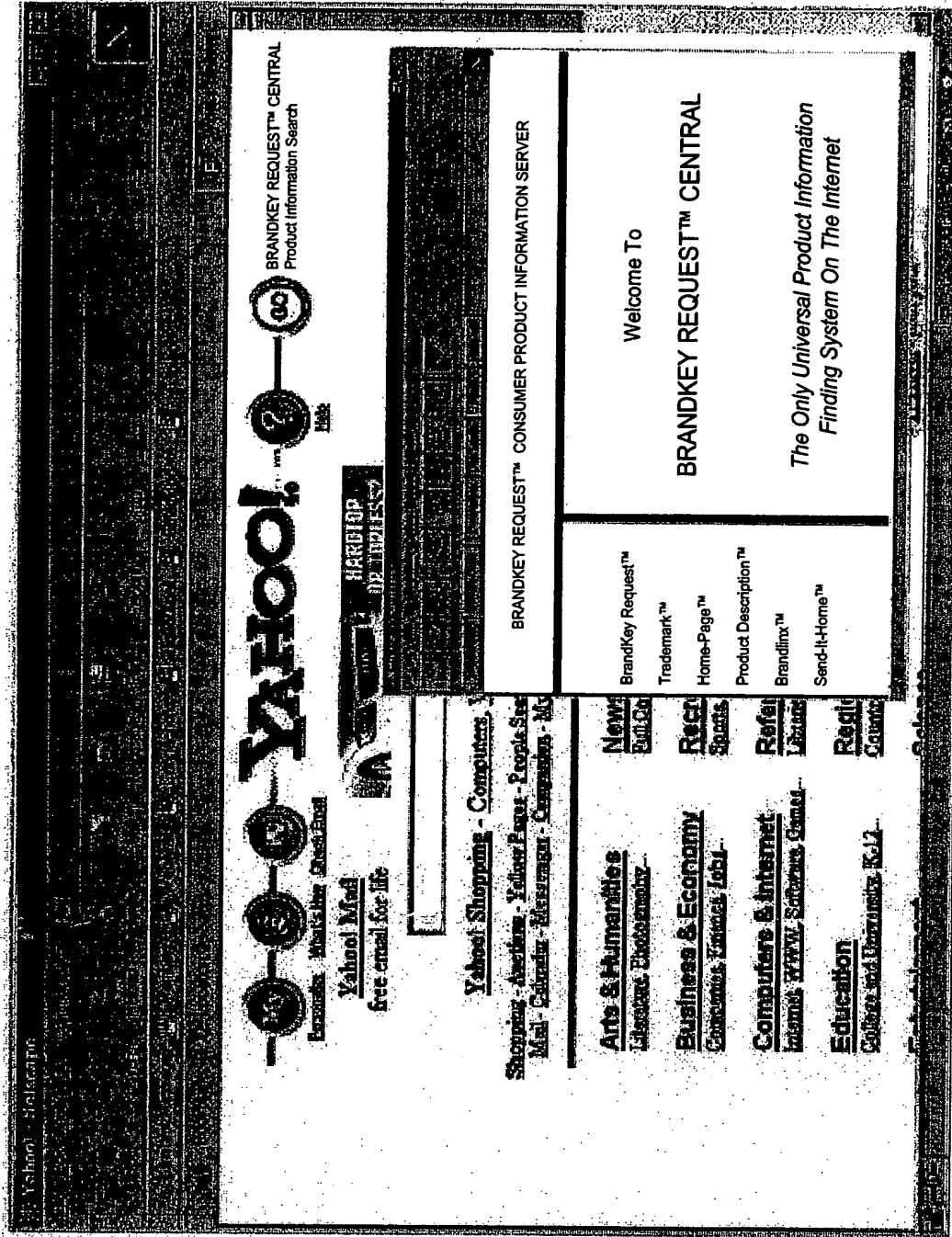


FIG. 4N2

77/1046

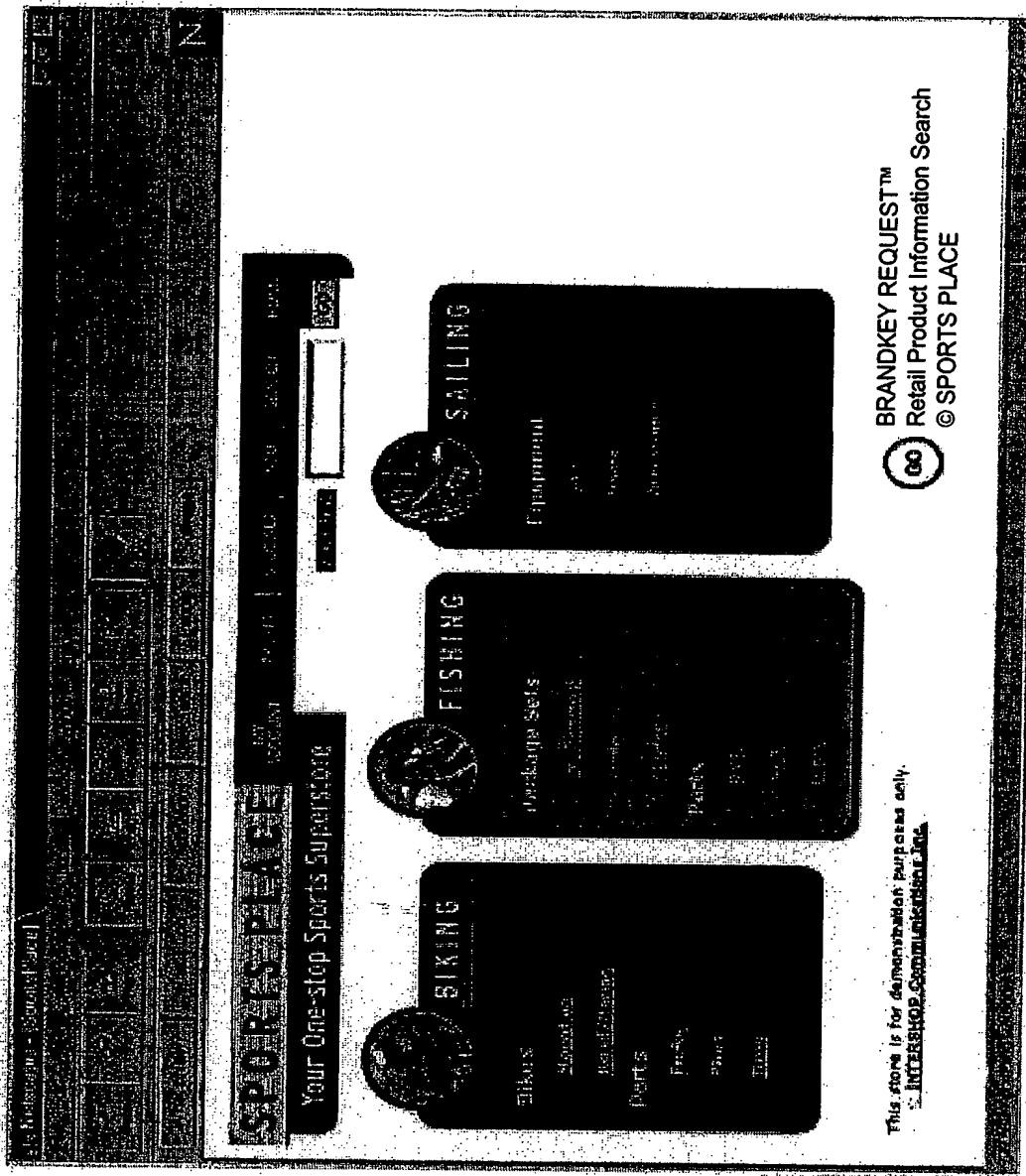


FIG. 401

78/1046

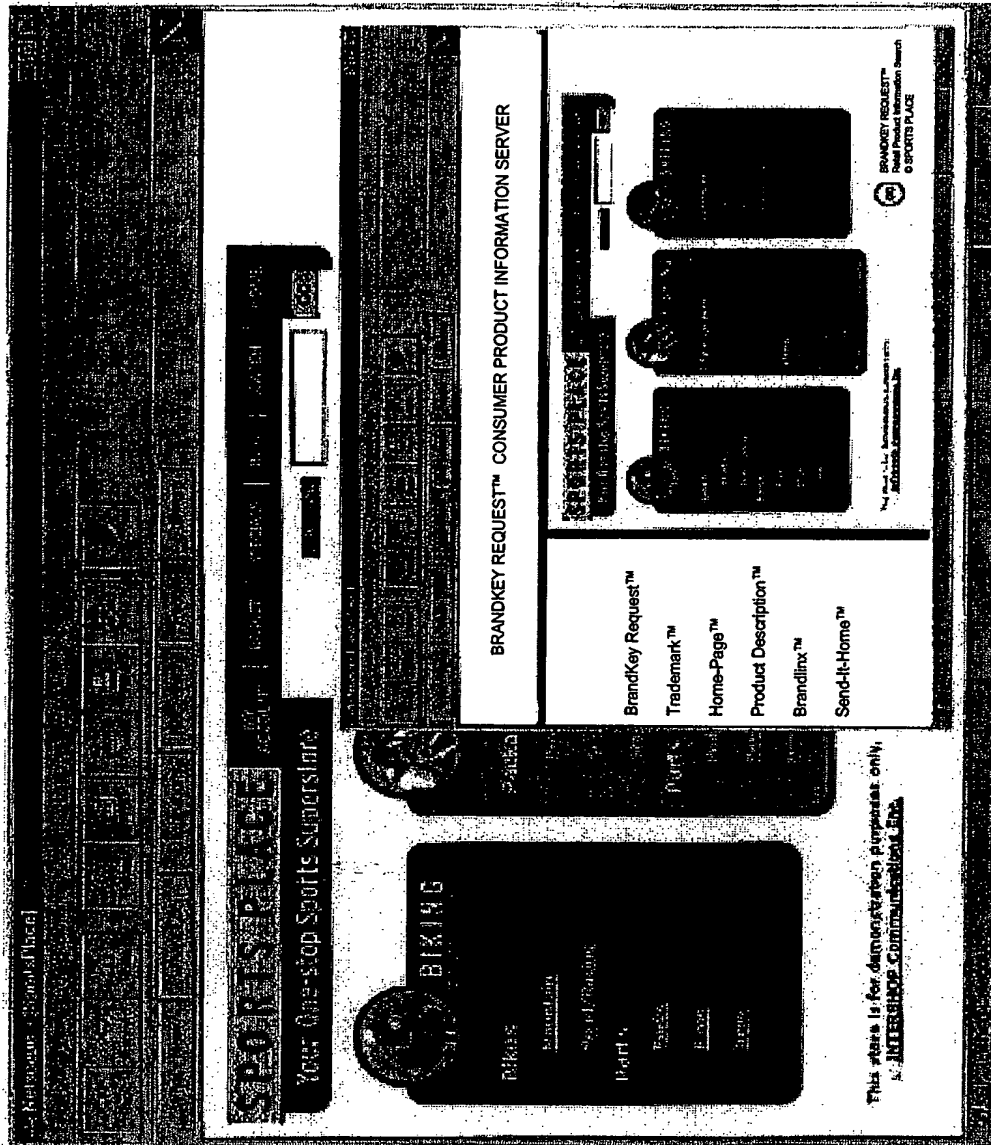


FIG. 402

79/1046

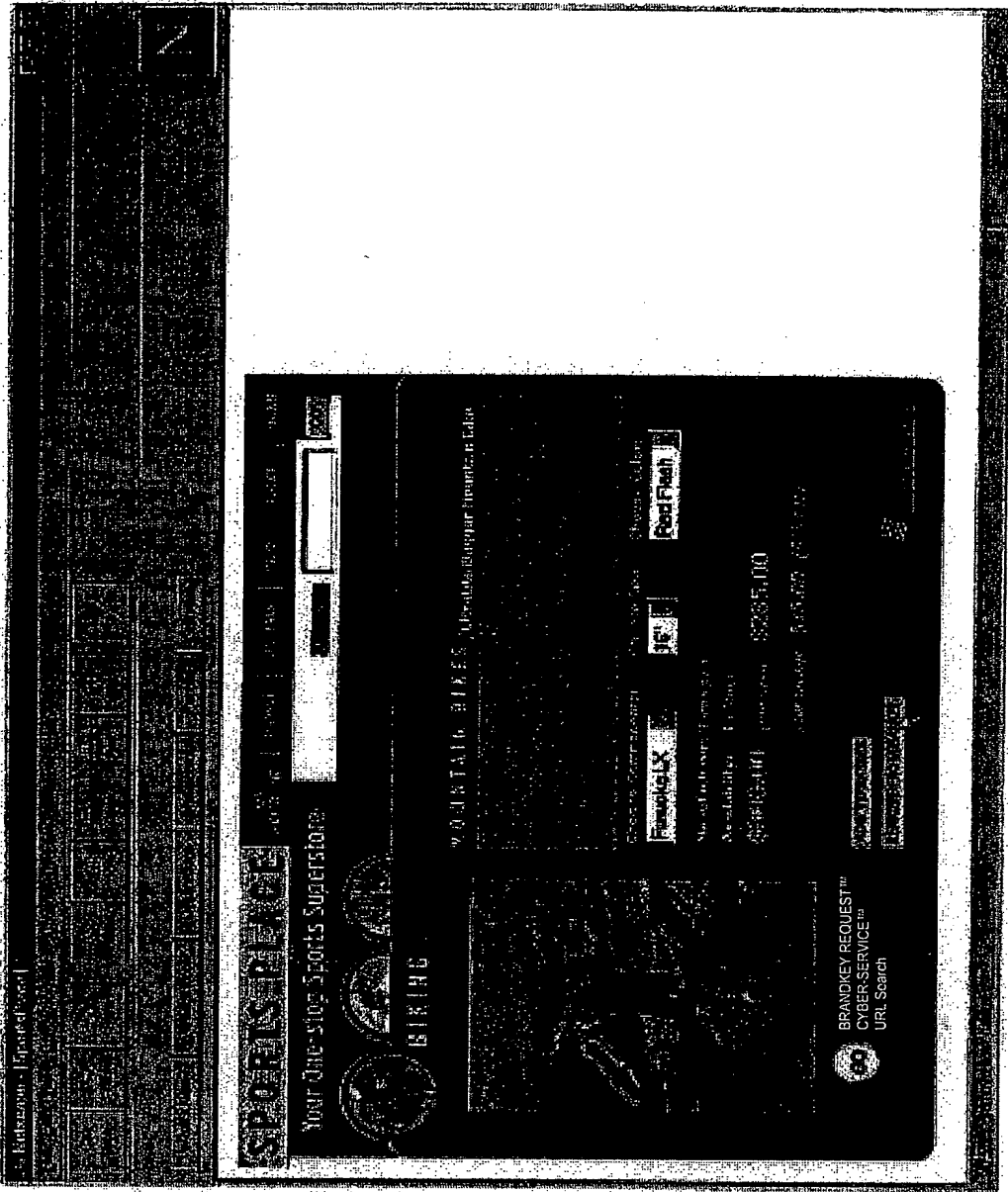


FIG. 4P1

80/1046

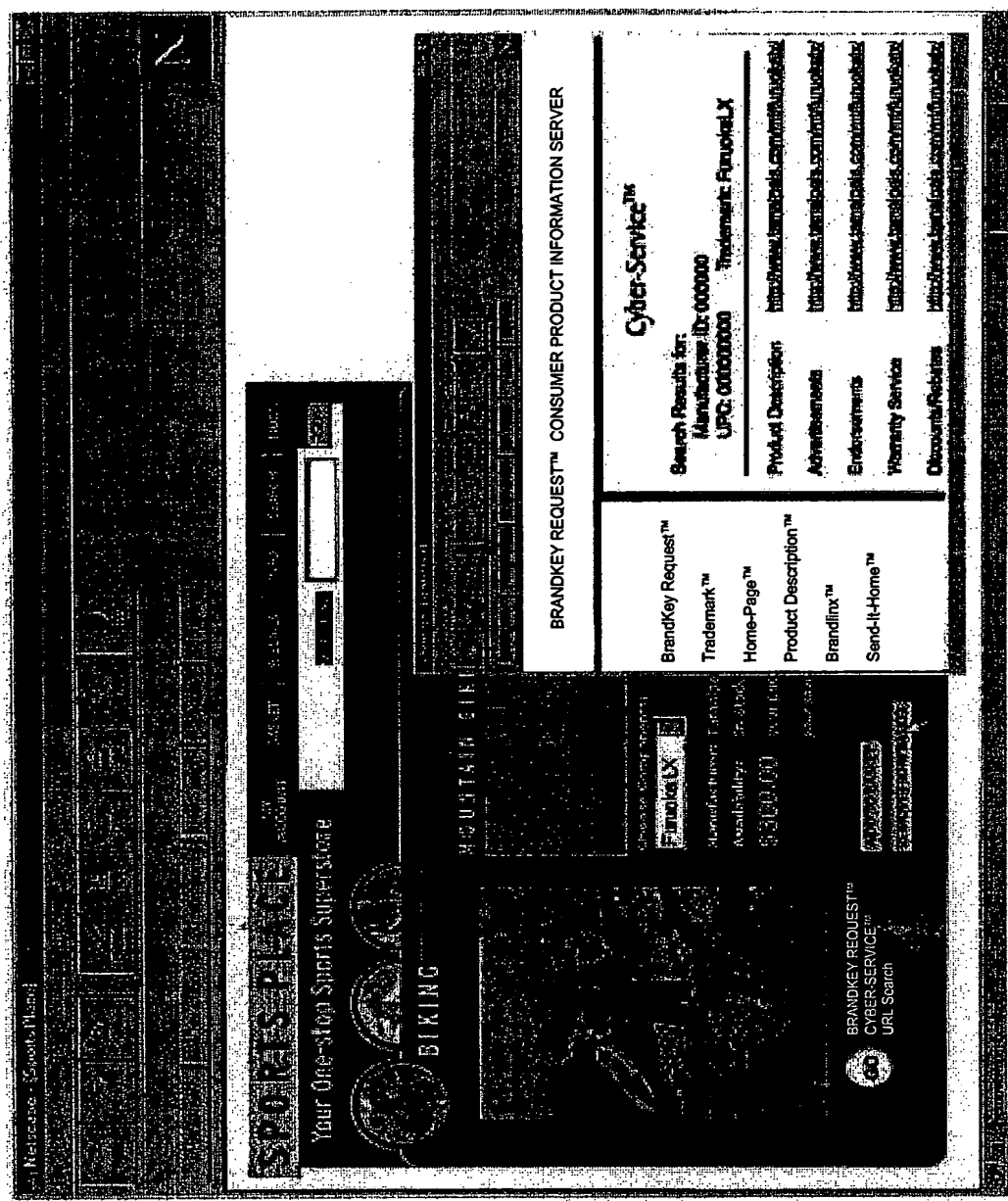


FIG. 4P2

86/1046

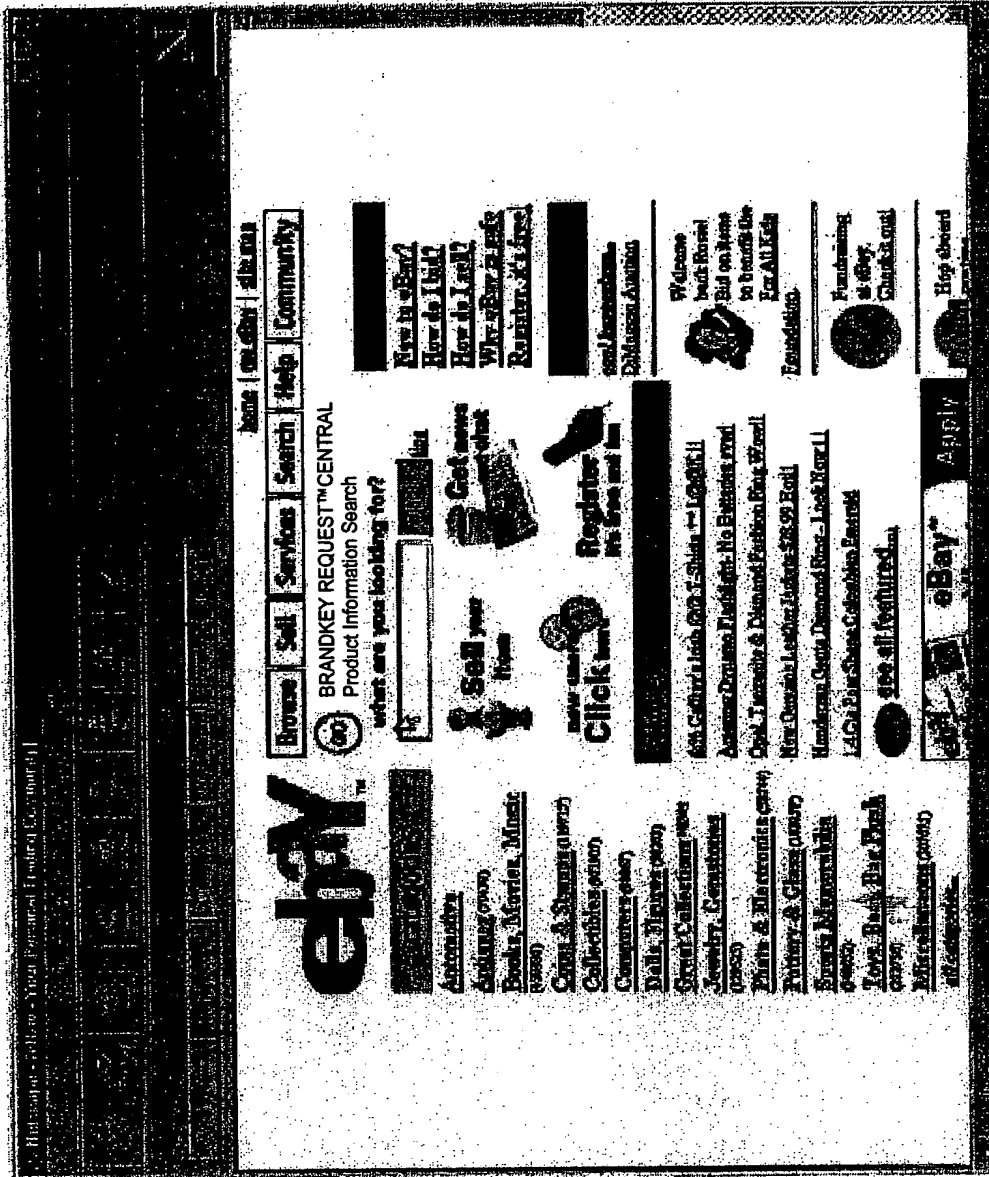


FIG. 4Q1

82/1046

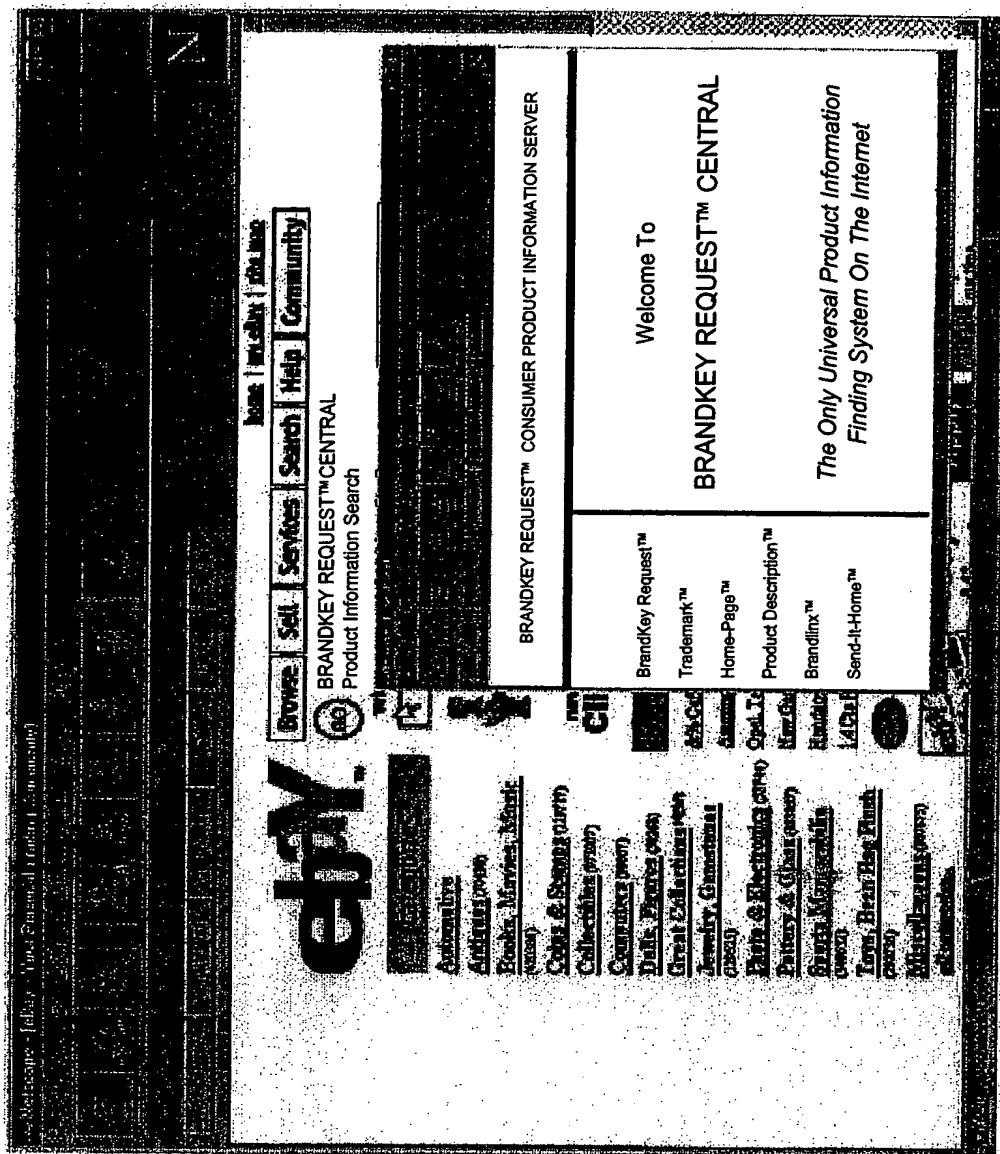


FIG. 4Q2

**Home** | **my eBay** | **Site Map**

**Propose** **Sell** **Services** **Search** **Help** **Community**

**BRANDNEY REQUEST™**  
Cyber-Service™  
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# eBay

---

**Completed Digital Cameras**

Quantity	Quantity	Time left	Started	Ends	Seller	High bid	Payment	Shipping
1	\$420.50 (reserve met)	4 days, 7 hours +	10/17/99, 21:29:10 PST	11/07/99, 21:29:10 PST	Part #14 # of bids Location 123 (and this auction is a flake) \$5 (request a bid alert) Featured Category Auction	\$2.00 12 Oct Instant (with snail)	Milpitas, CA	
Used 7 (10) ☆		All items			(View comments in seller's Feedback Profile) (View seller's other auctions) (Ask seller a question)			

**Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Currency is U.S. dollar (\$), unless otherwise noted.**

**FIG. 4R1**



84/1046

Home | My eBay | Site Map

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[Sell](#)
[Services](#)
[Search](#)
[Help](#)
[Community](#)

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 Cyber-Service™  
 URL Search

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<b>BrandKey Request™</b> <b>Trademark™</b> <b>Home-Page™</b> <b>Product Description™</b> <b>Brandlink™</b> <b>Send-It-Home™</b>	<b>Cyber-Service™</b> <b>Search Results for:</b> Manufacturer ID: 000000 UPC: 000000000 <b>Trademark: Sony Music</b>  <b>Product Description</b> <a href="#">http://www.sony.com/usa/brandlink/brandlink.html</a> <b>Advertisements</b> <a href="#">http://www.sony.com/usa/brandlink/brandlink.html</a> <b>Endorsements</b> <a href="#">http://www.sony.com/usa/brandlink/brandlink.html</a> <b>Warranty Service</b> <a href="#">http://www.sony.com/usa/brandlink/brandlink.html</a> <b>Discounts/Promotions</b> <a href="#">http://www.sony.com/usa/brandlink/brandlink.html</a>
--	--

**\$420.50 (suggested)**  
**1**  
**4 days, 7 hours +**  
**10/31/99, 21:29:10 PST**  
**11/07/99, 21:29:10 PST**  
**19947 (10) \$**  
**Price: \$420.50 in all**  
**212 19947**  
**Money Order/Credit**  
**Seller ships to you**

**Quantity**  
**Quantity**  
**Time left**  
**Search**  
**Details**  
**Seller**  
**High bid**  
**Payment**  
**Shipping**

Seller assumes all responsibility for listing this item. You  
 U.S. dollar (\$) unless otherwise noted.

FIG. 4R2

For more product details  
Find it at >>>>

BRANDKEY REQUEST™  
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**Thomas J. Perkowski, Esq., P.C.**  
**Intellectual Property Advocacy**


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facsimile (203) 357-1959  
email [info@tjpsclaw.com](mailto:info@tjpsclaw.com)

<http://www.tjpsclaw.com>  
"To own an invention, one must claim the invention;  
To claim the invention, one must express the invention in words."  
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FIG. 4S1

85/1046

86/1046



Now In Stock!

For more product details  
Find it at >>>>

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email: in  
http://w  
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<p>BrandKey Request™ Trademark™ Home-Page™ Product Description™ Brandlink™ Send-It-Home™</p>	<p><b>Cyber-Service™</b></p> <p>Search Results for: Manufacturer ID: 000000 UPC: 000000000 Trademark: Campus Premise</p> <p>Product Description <a href="http://www.south.com/brandkey.htm">http://www.south.com/brandkey.htm</a></p> <p>Advertisements <a href="http://www.south.com/brandkey.htm">http://www.south.com/brandkey.htm</a></p> <p>Endorsements <a href="http://www.south.com/brandkey.htm">http://www.south.com/brandkey.htm</a></p> <p>Discounts/Rebates <a href="http://www.south.com/brandkey.htm">http://www.south.com/brandkey.htm</a></p> <p>Buy on the Web</p>
--	--

FIG. 4S2

87/1046

MacMail: The Mail with it all - Netcap

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MacMail  
Adventure  
Subscription &  
More e-mail

SONY

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- 350- or 400MHz PowerPC G3 processor
- ATI RAGE 128 VR 2D/3D accelerated graphics
- 64MB or 128MB of SDRAM; supports up to 512MB

FIG. 4S3

88/1046

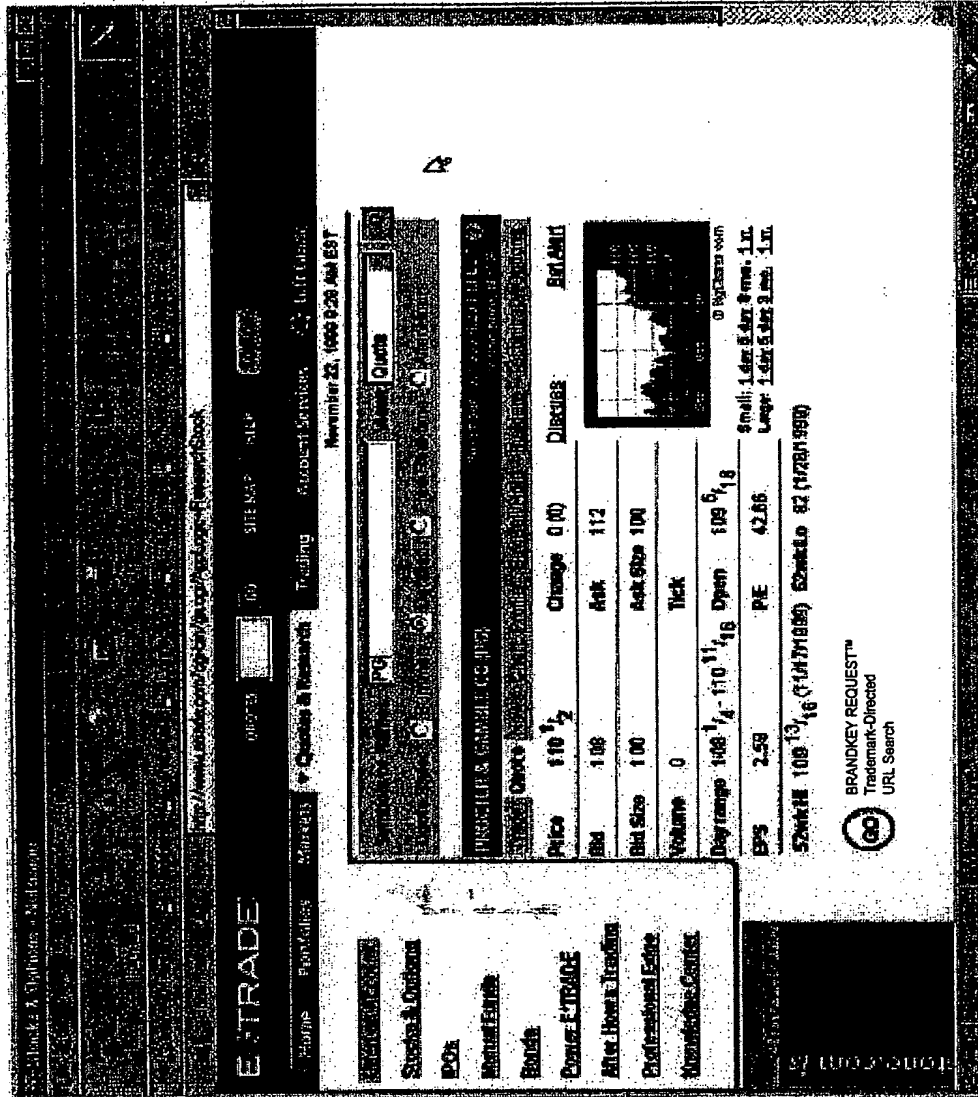


FIG. 4T1

<b>E-TRADE</b>		<a href="#">Home</a>   <a href="#">Portfolio</a>   <a href="#">Market</a>   <a href="#">Quotes &amp; Research</a>   <a href="#">Trading</a>   <a href="#">Account Services</a>   <a href="#">Help</a> <small>© 1999 E-Trade Inc.</small>	
<a href="#">http://www.e-trade.com</a>		<a href="#">http://www.e-trade.com</a>	
<b>Stocks &amp; Options</b> <b>Bonds</b> <b>Mutual Funds</b> <b>COMB-E-TRADE</b> <b>After Hours Trading</b> <b>Professional Edge</b> <b>PowerRank Service</b>		<b>PROCTER &amp; GAMBLE</b> <b>Price</b> 110 1/2 <b>Bid</b> 108 <b>Ask Size</b> 100 <b>Volume</b> 0 <b>Dayrange</b> 108 1/2 <b>EPS</b> 2.58 <b>Splits</b> 108 13 1/2	
<b>BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER</b>		<b>Trademark-Directed URL Search</b>	
Search Results for: Manufacturer ID: 000000 Trademarks: Procter & Gamble		Product Description: Pharmaceuticals... XXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXX ZZZZZZZZZZZZZZ	
BrandKey Request™ Trademark™ Home-Page™ Product Description™ Brandlink™ Send-It-Home™		URL: XXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXX ZZZZZZZZZZZZZZ	

**FIG. 4T2**

90/1046

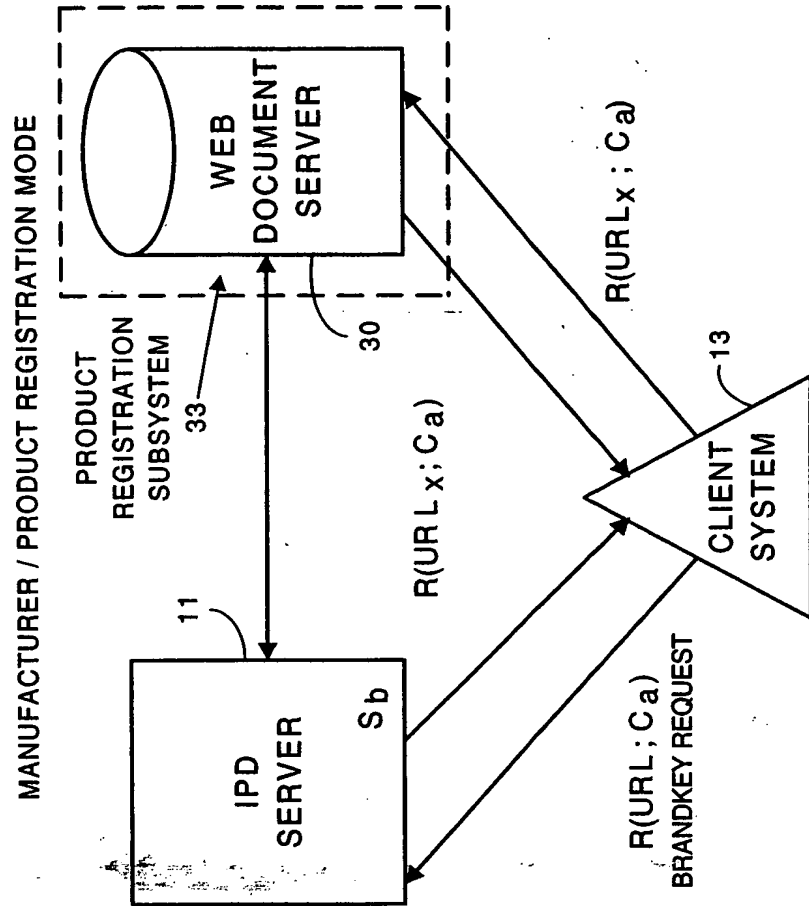


FIG. 5A

91/1046

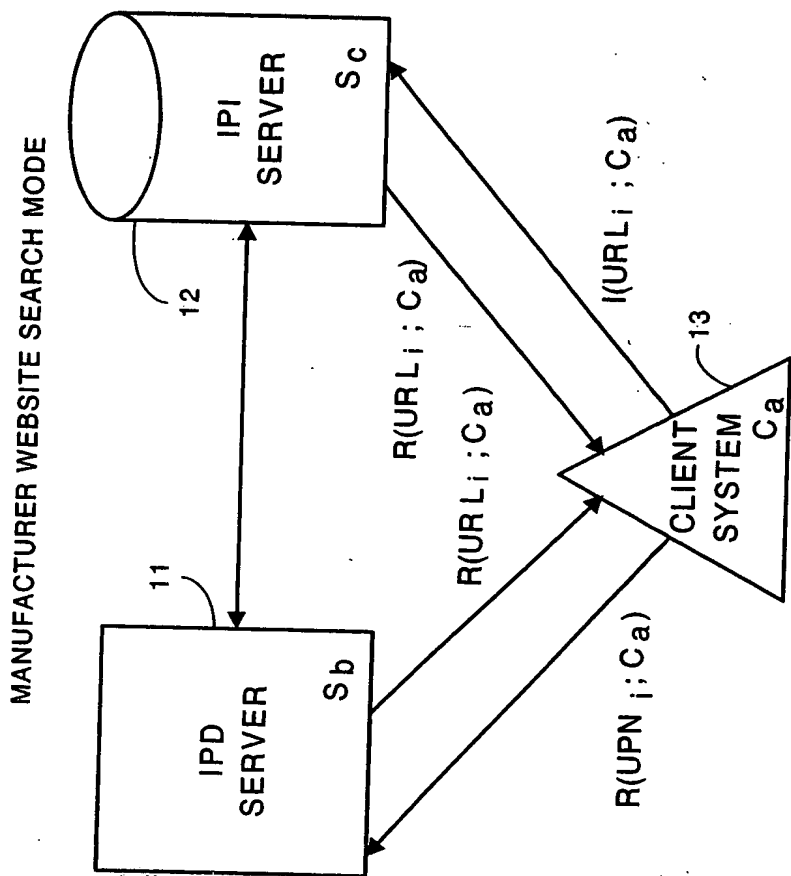


FIG. 5B



## UPN - DIRECTED INFORMATION ACCESS MODE

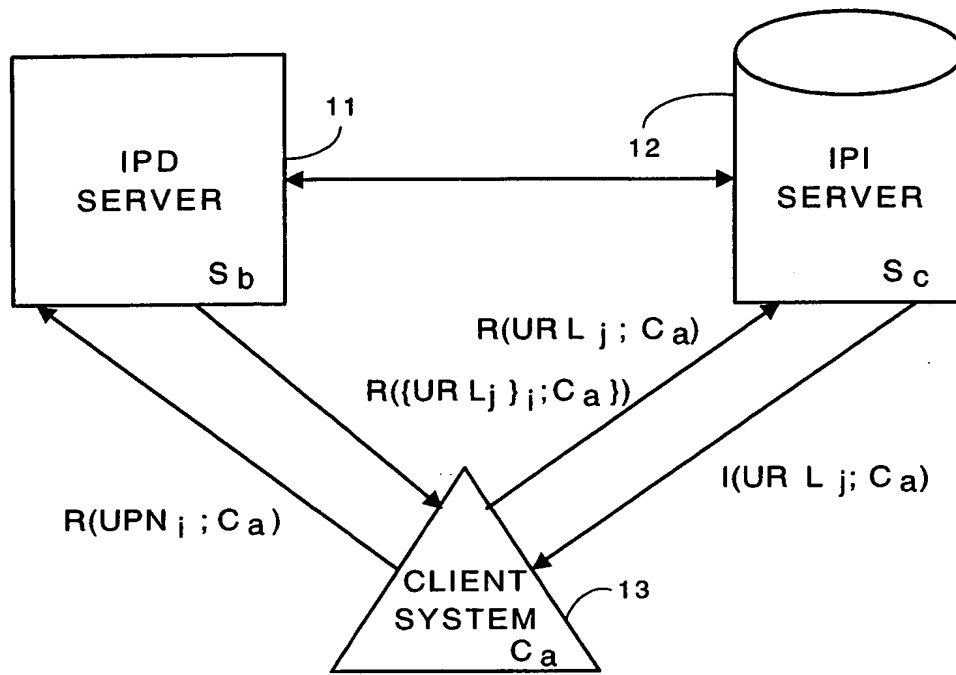


FIG. 5C

## TRADE - MARK DIRECTED SEARCH MODE

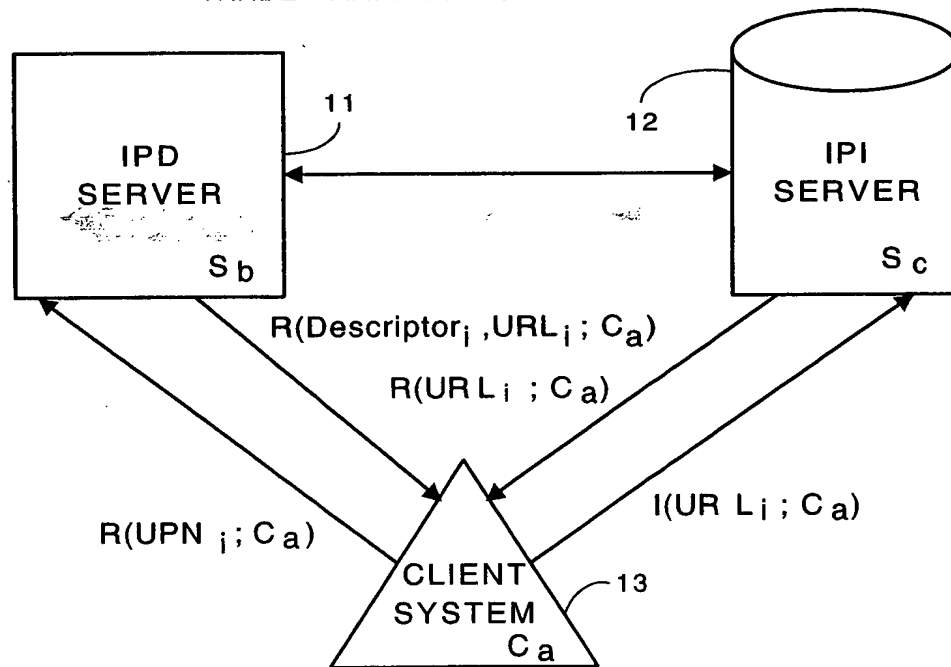


FIG. 5D

93/1046

PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

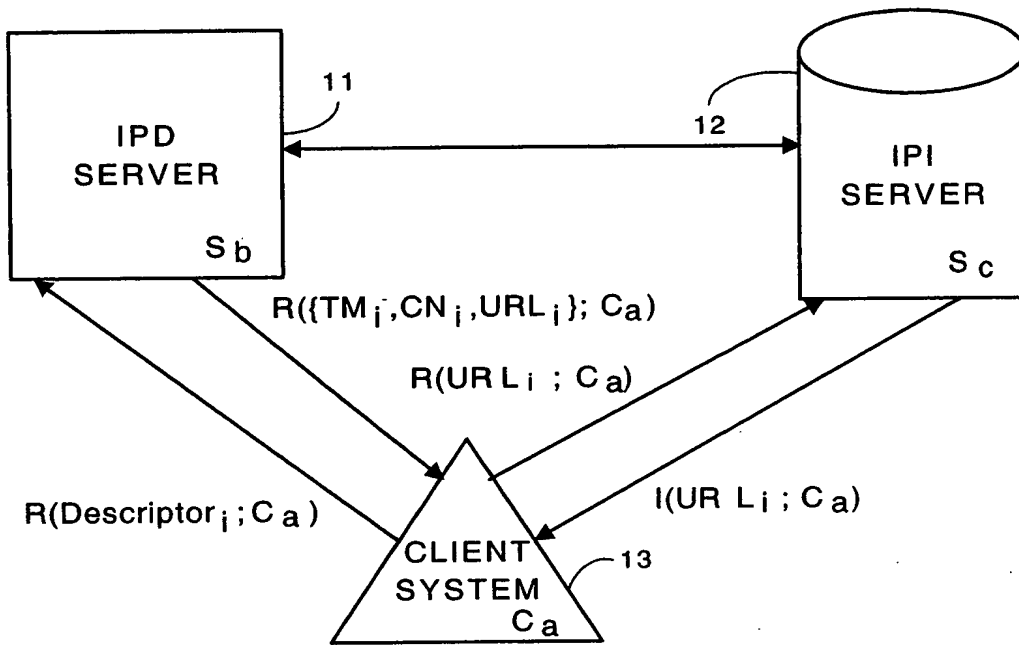


FIG. 5E

94/1046

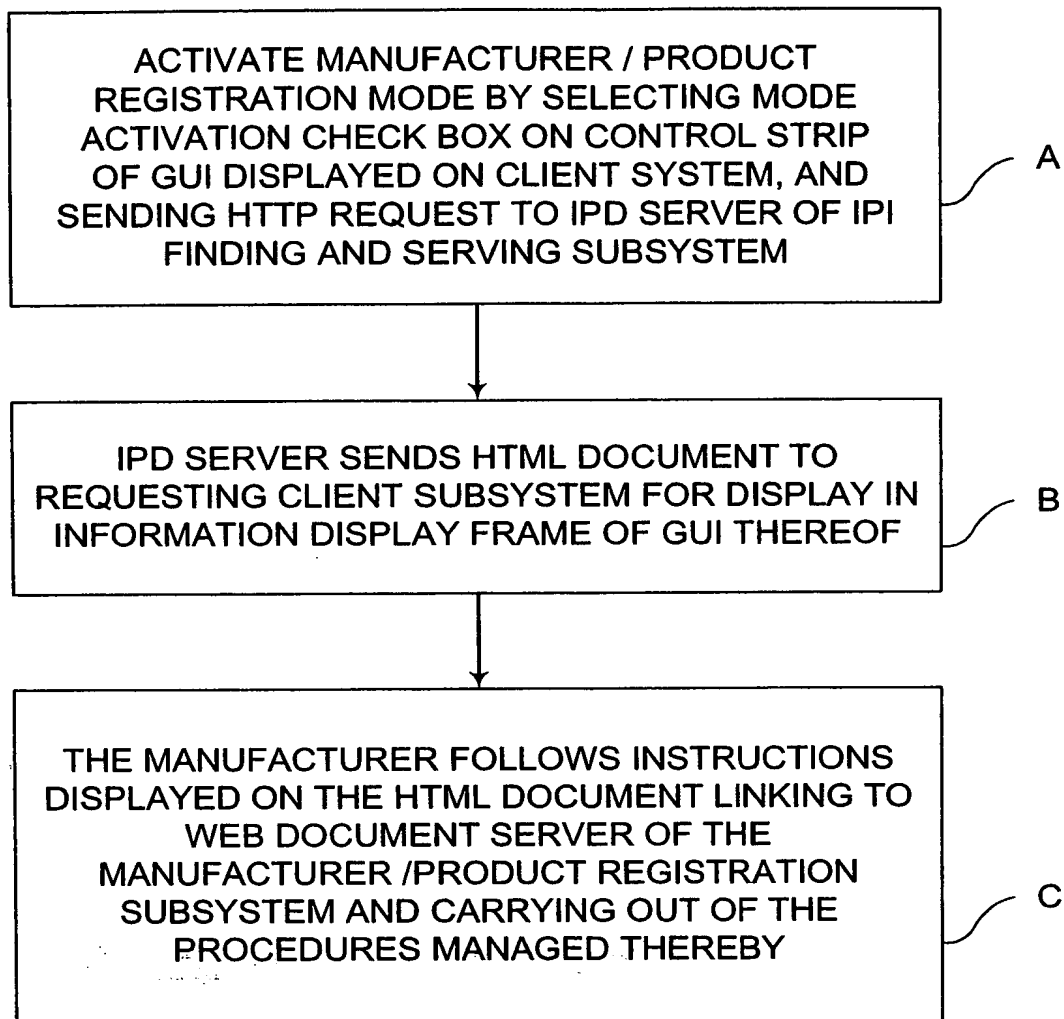


FIG. 6A

95/1046

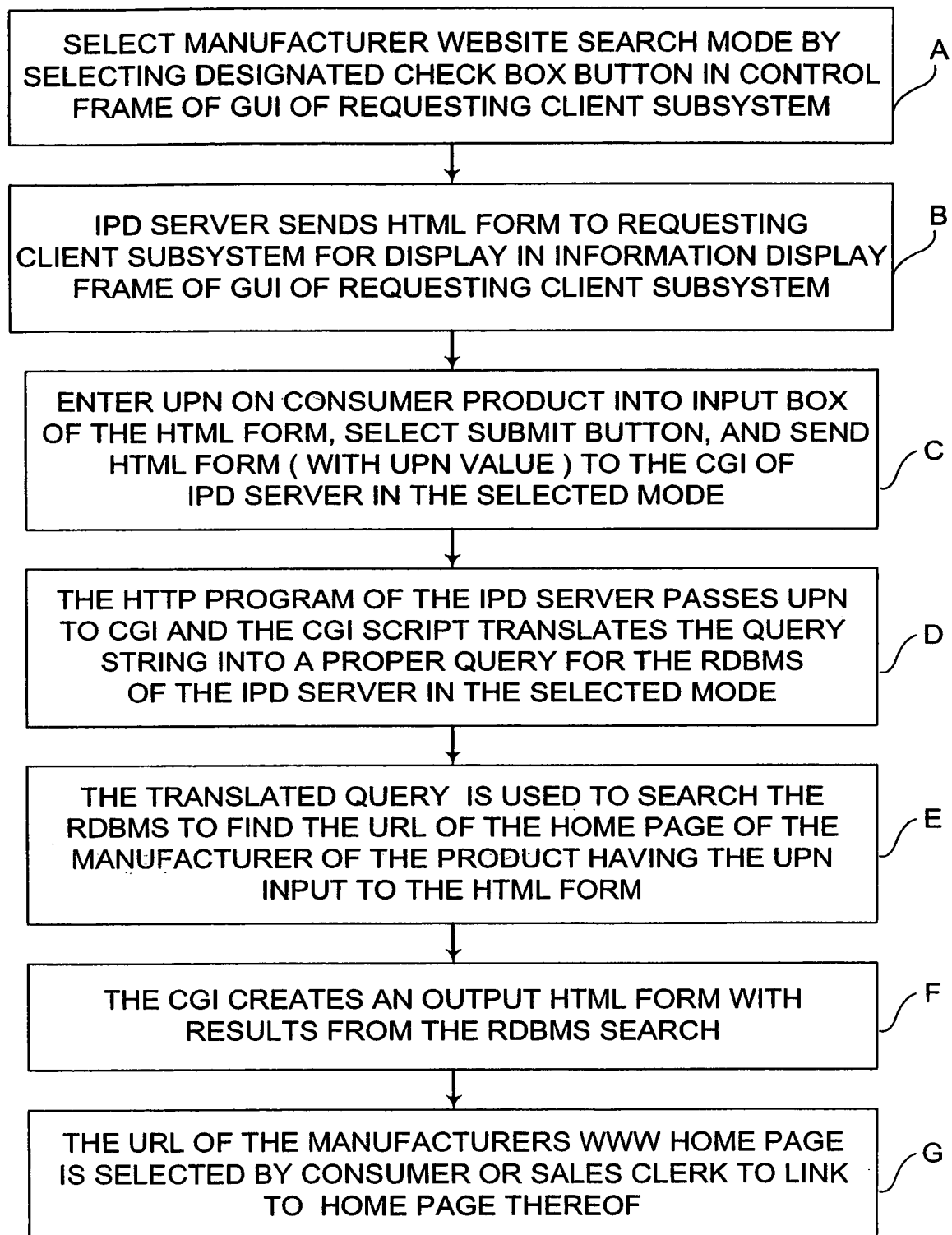


FIG. 6B

96/1046

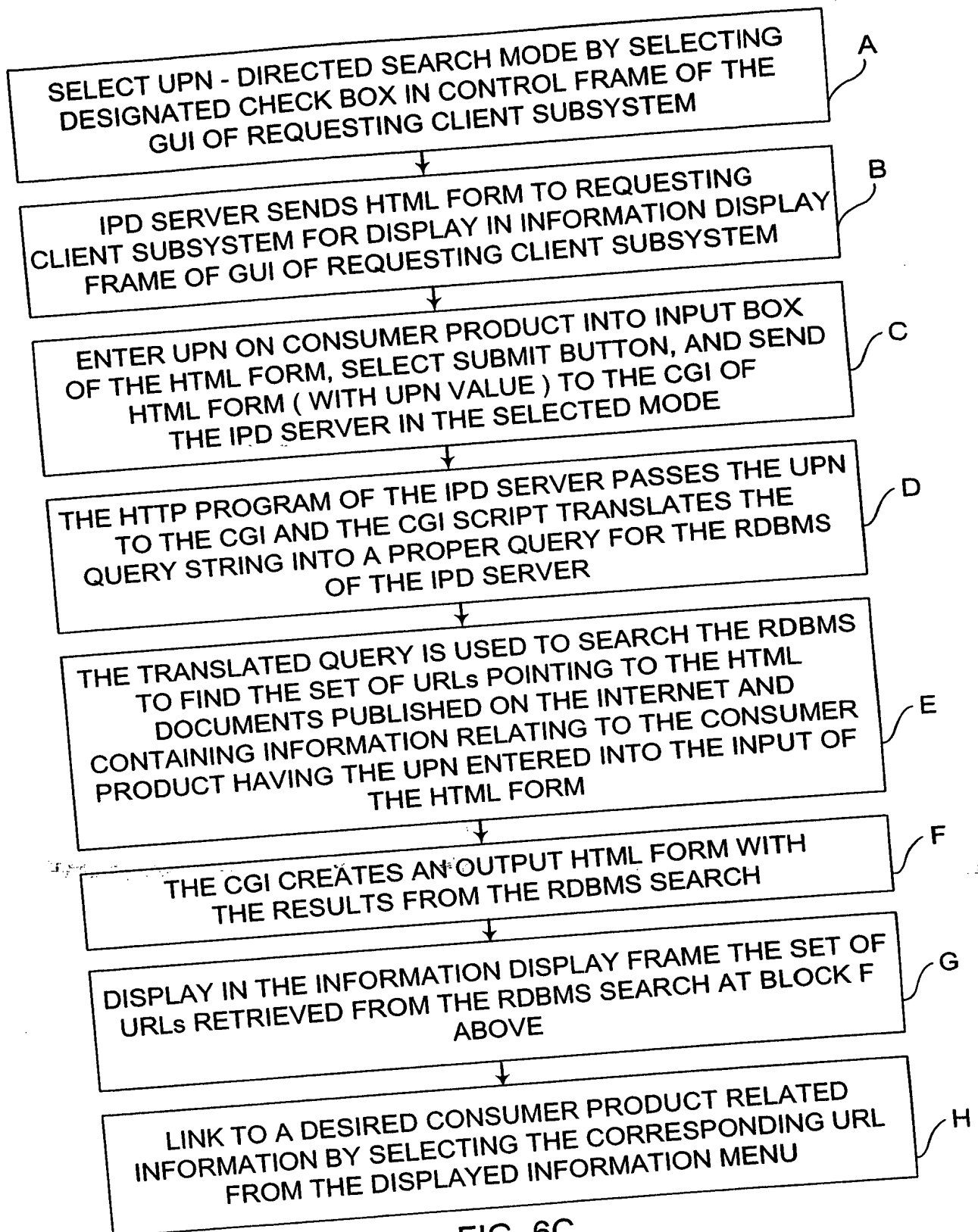


FIG. 6C

97/1046

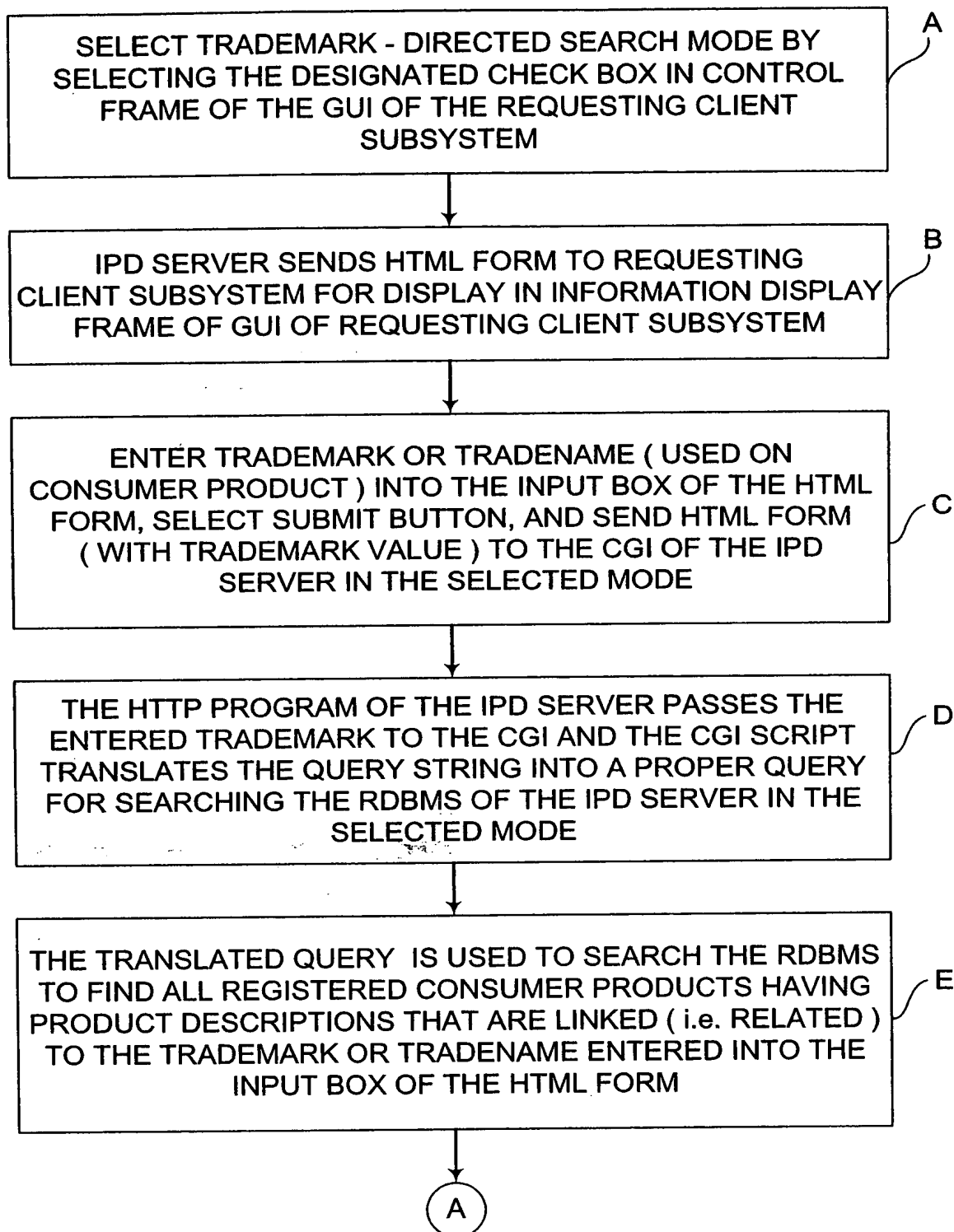


FIG. 6D1

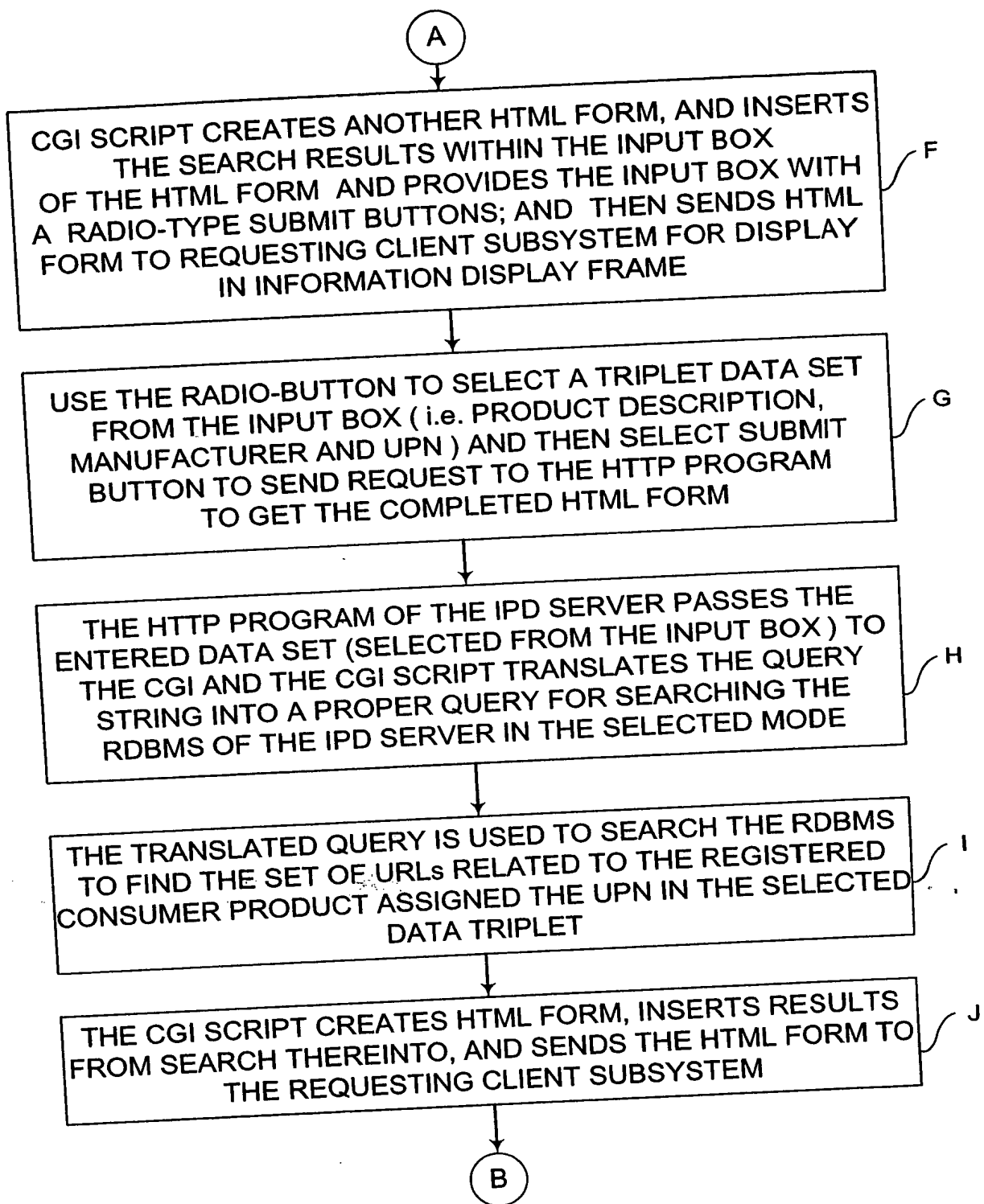


FIG. 6D2

99/1046

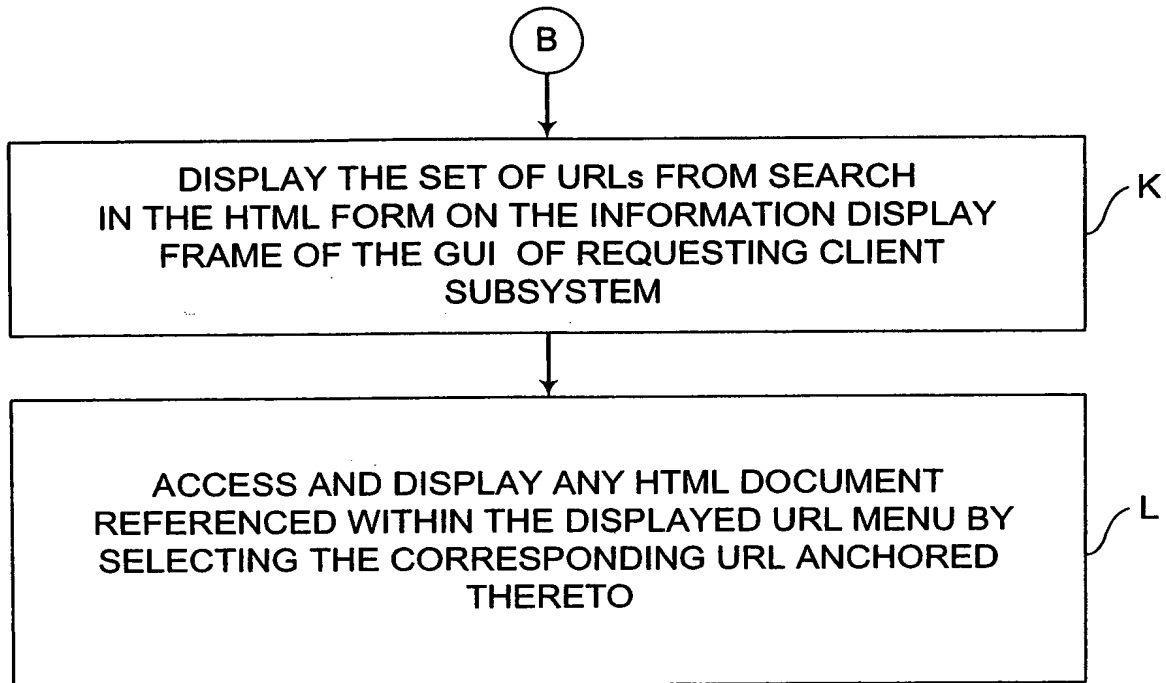


FIG. 6D3



100/ 1046

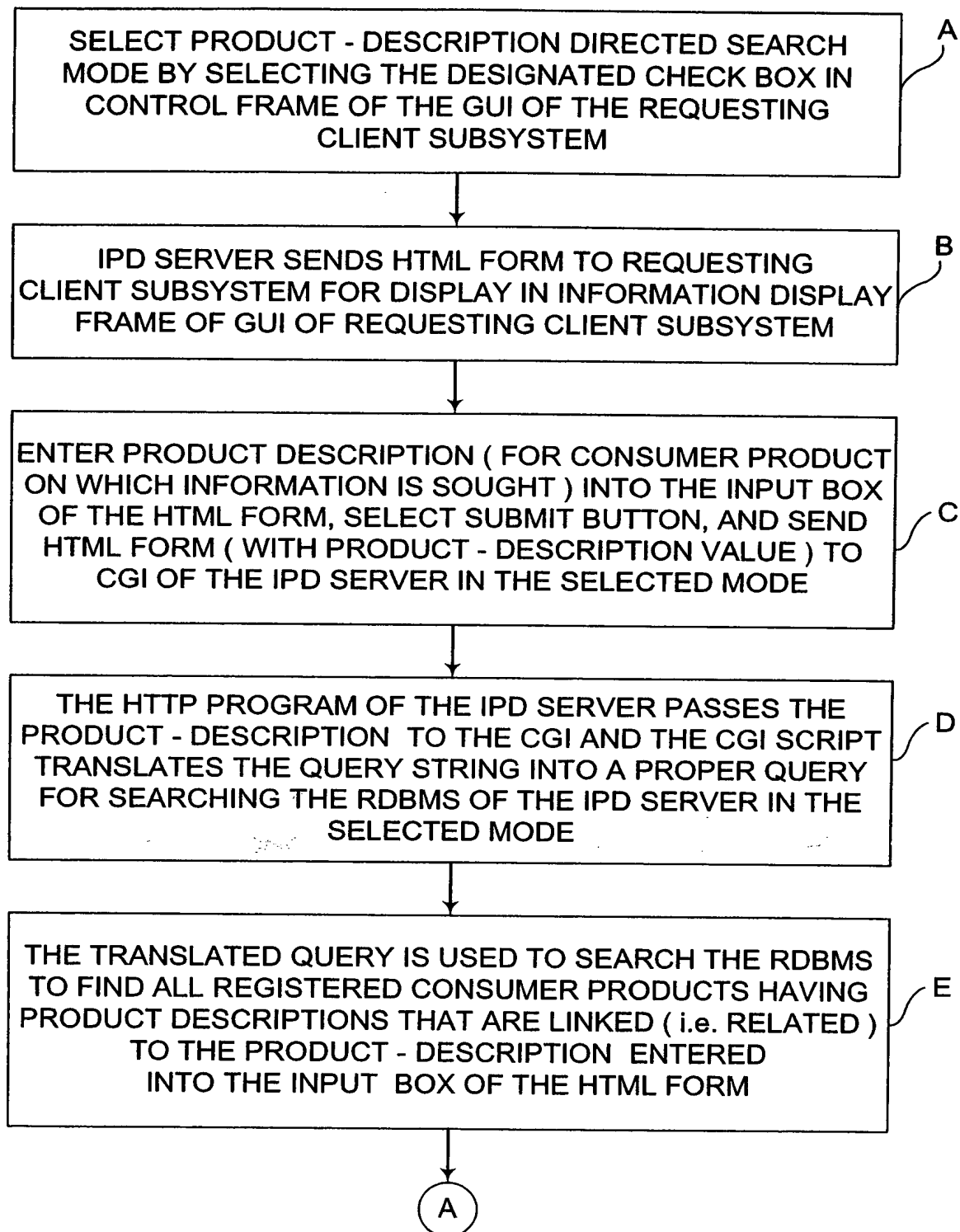


FIG. 6E1

101/1046

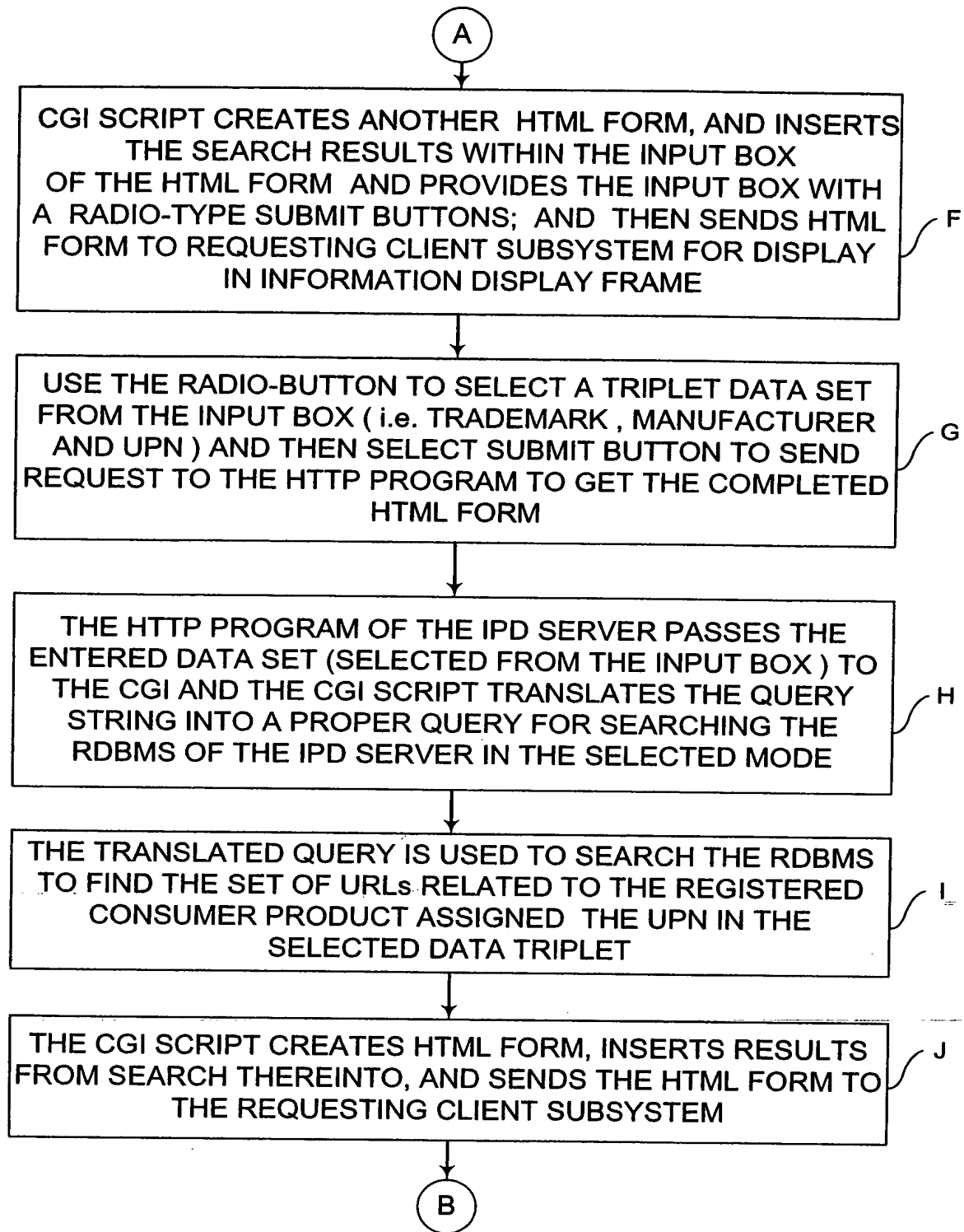


FIG. 6E2

102/1046

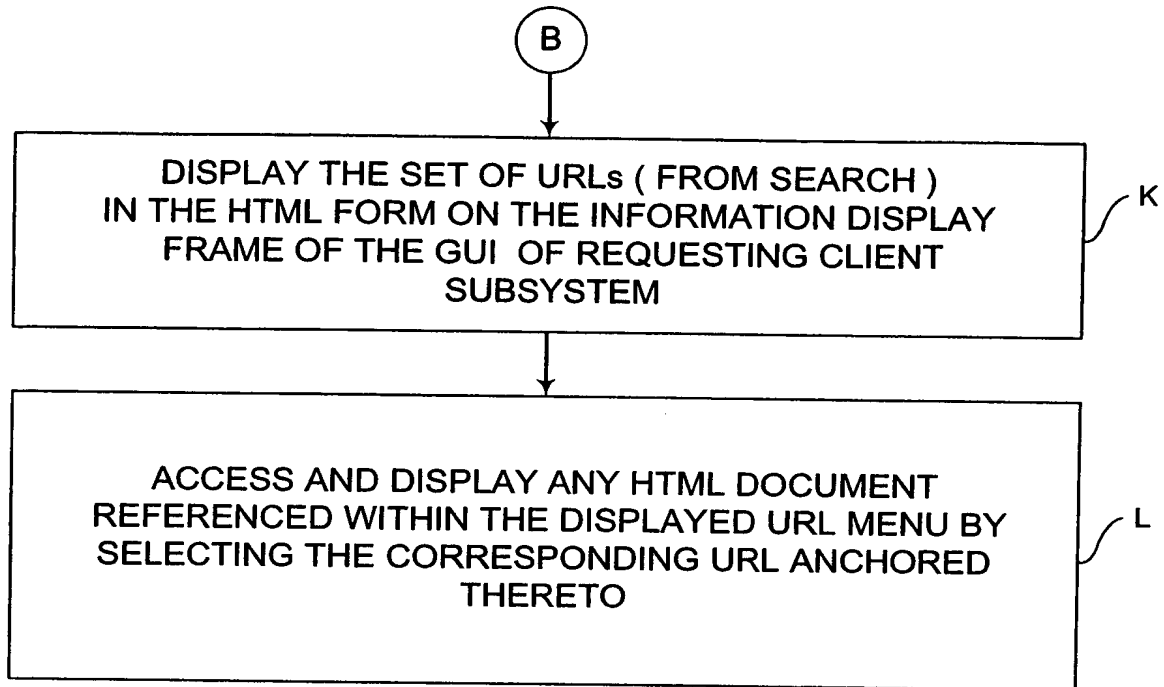


FIG. 6E3



104/1046

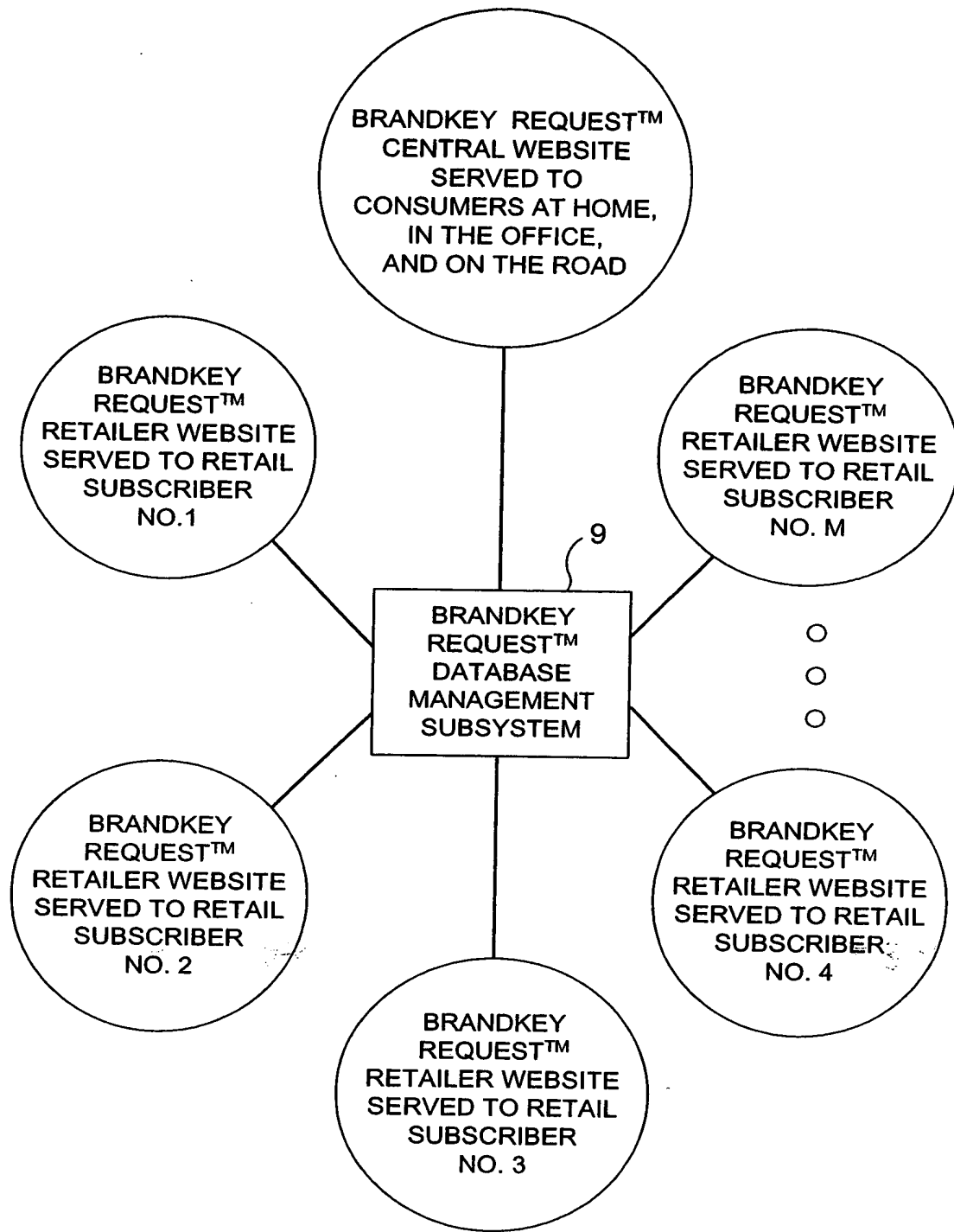
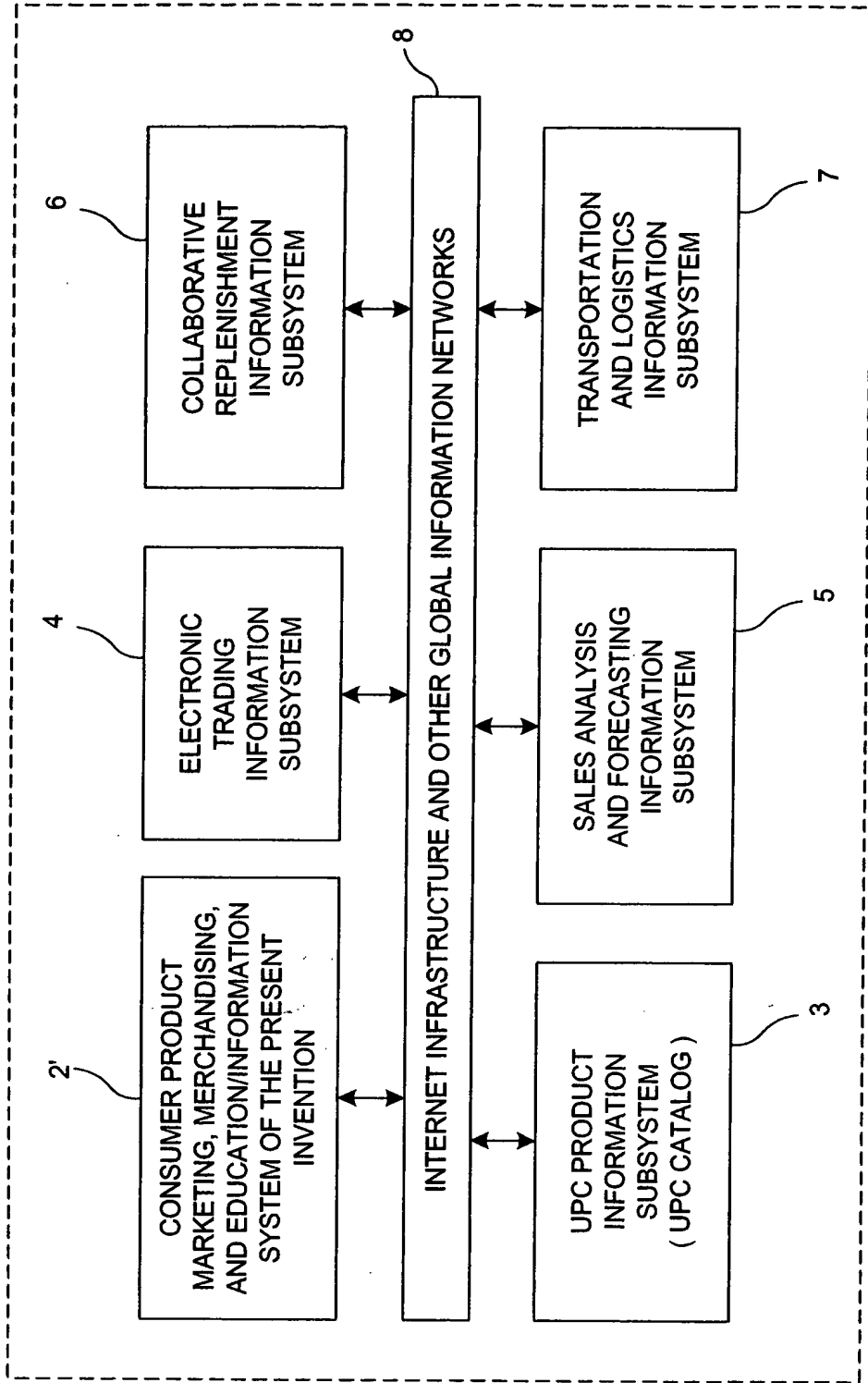


FIG. 8

105/1046



1' SECOND ILLUSTRATIVE EMBODIMENT

FIG. 9

106/1046

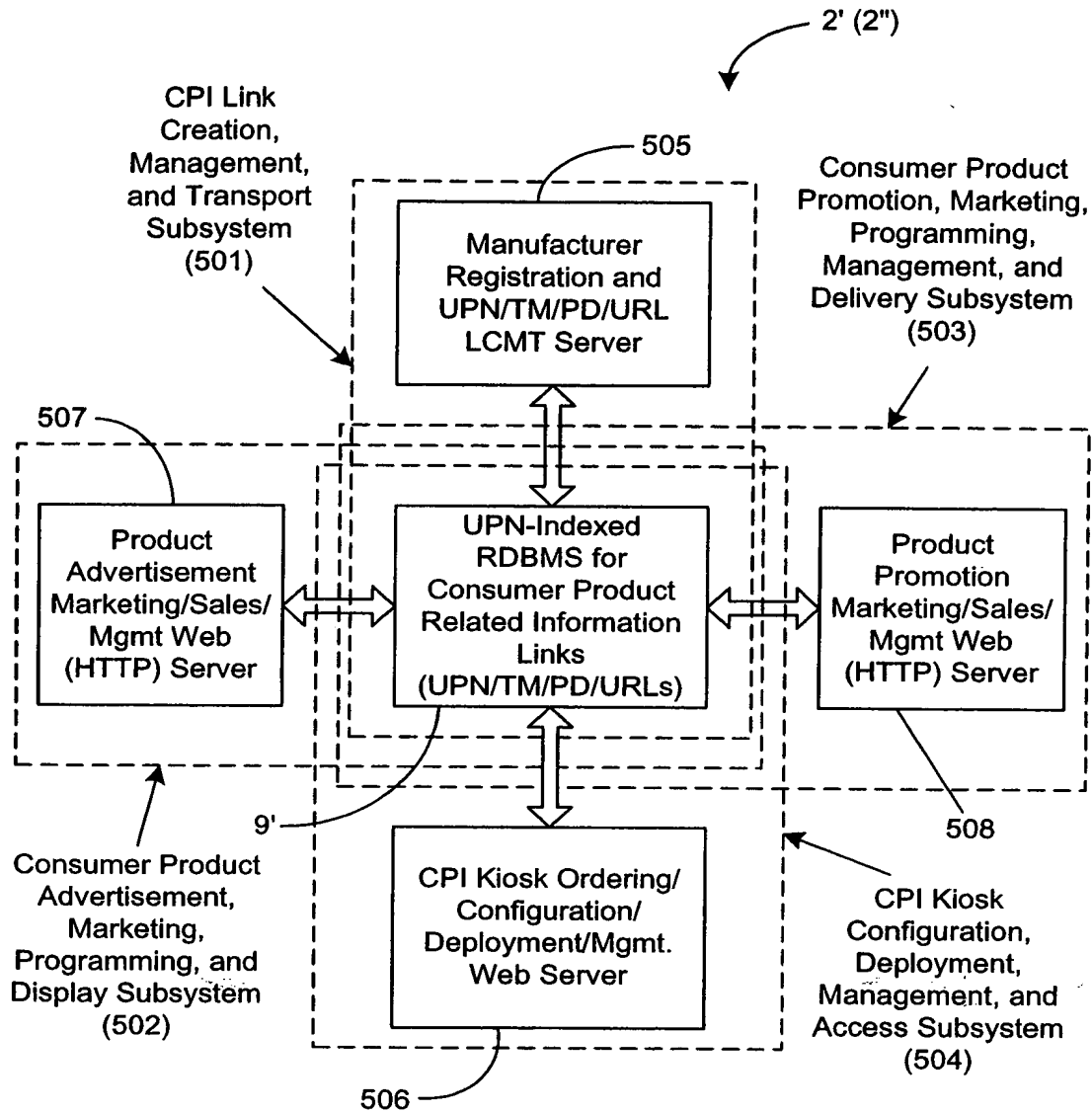


FIG. 9A

107/1046

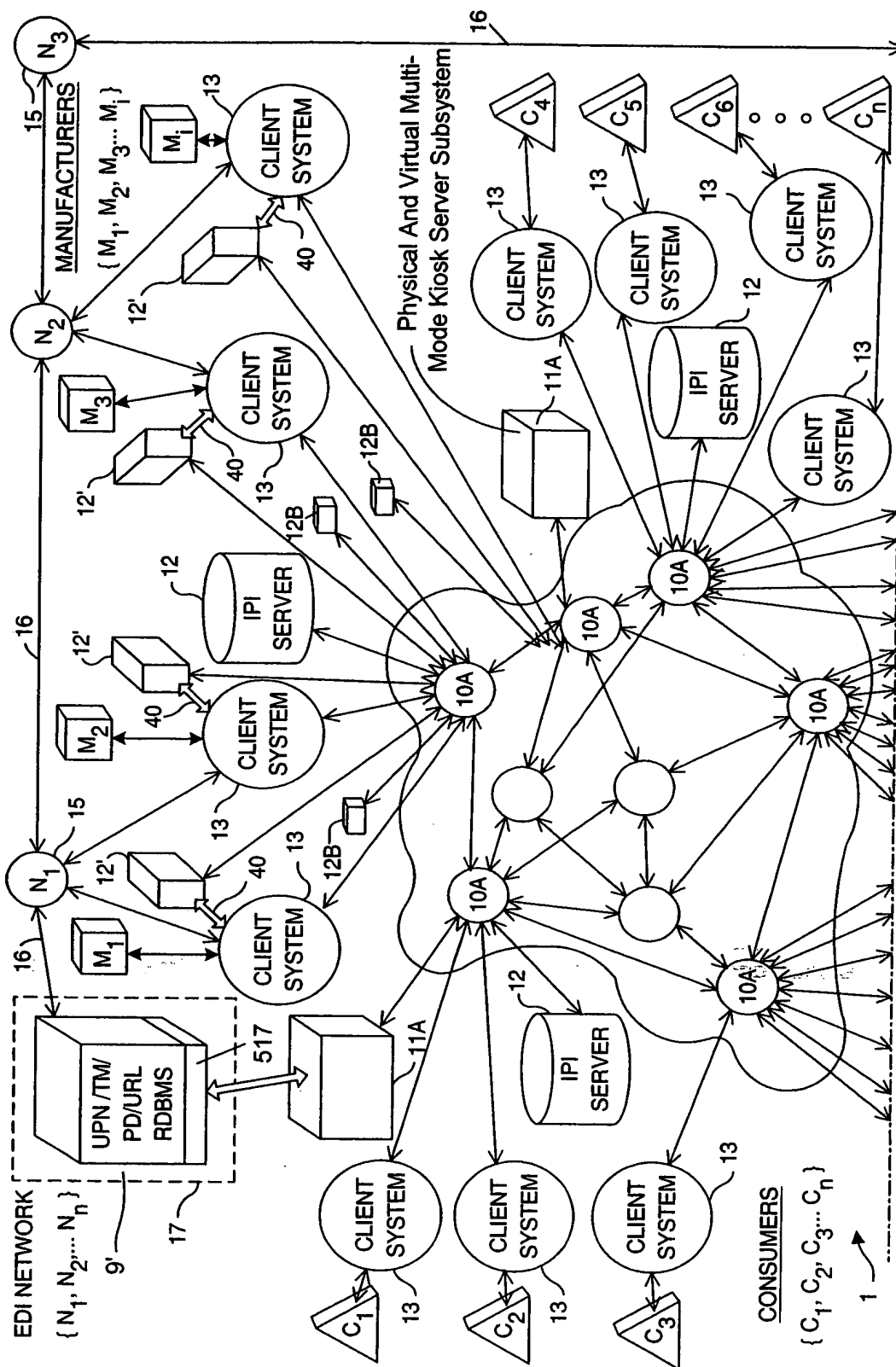


FIG. 10A1



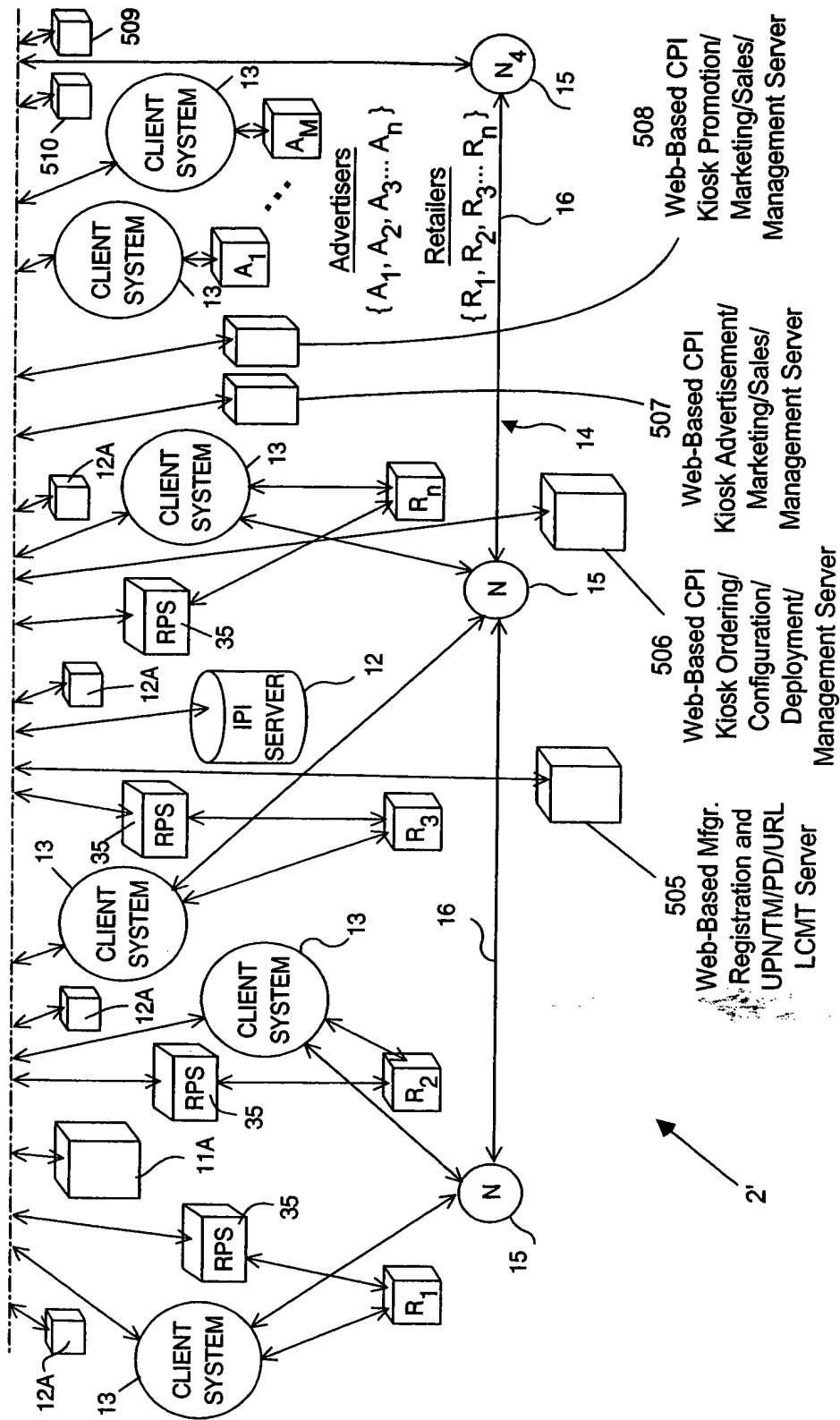


FIG. 10A2

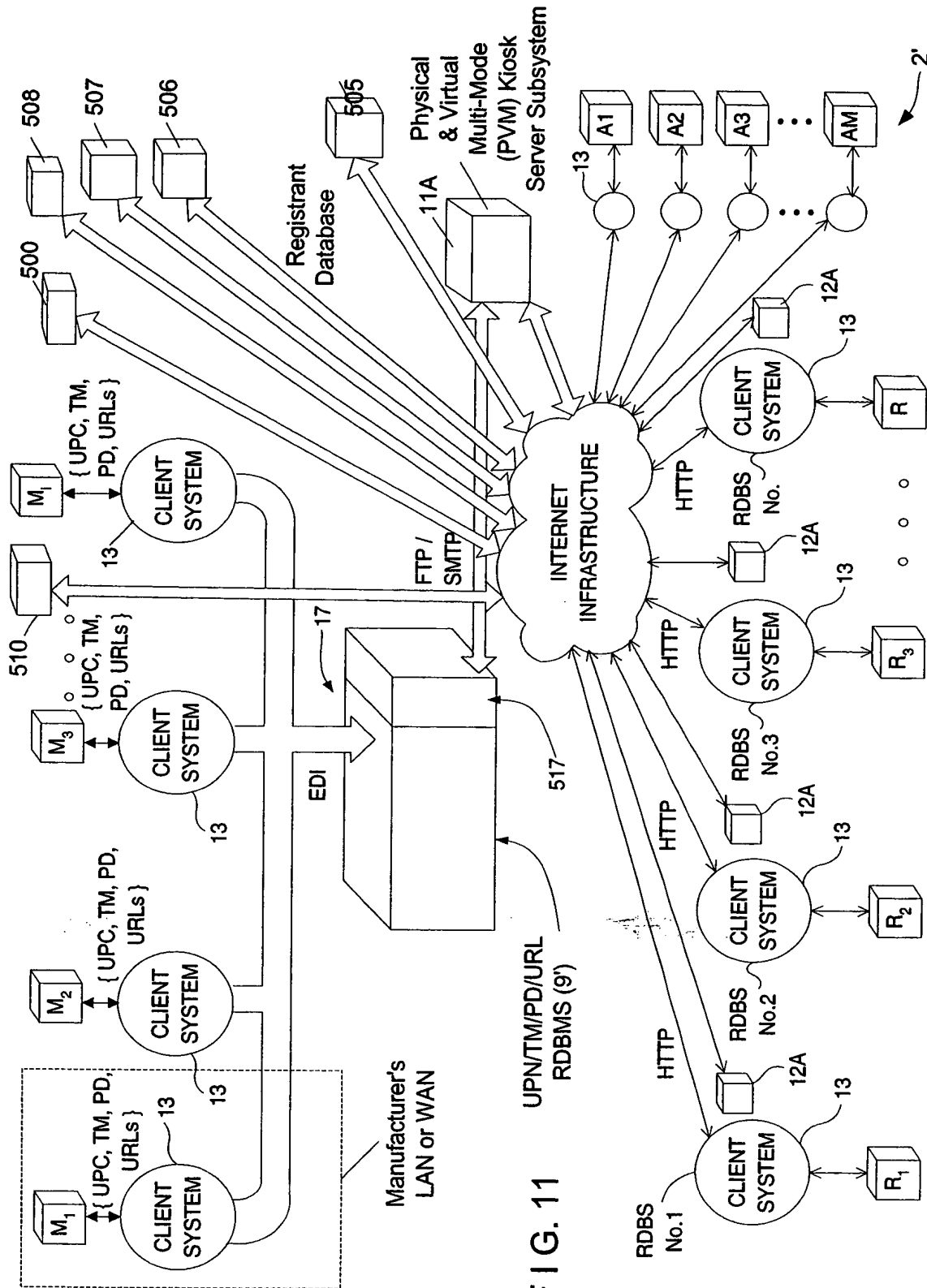
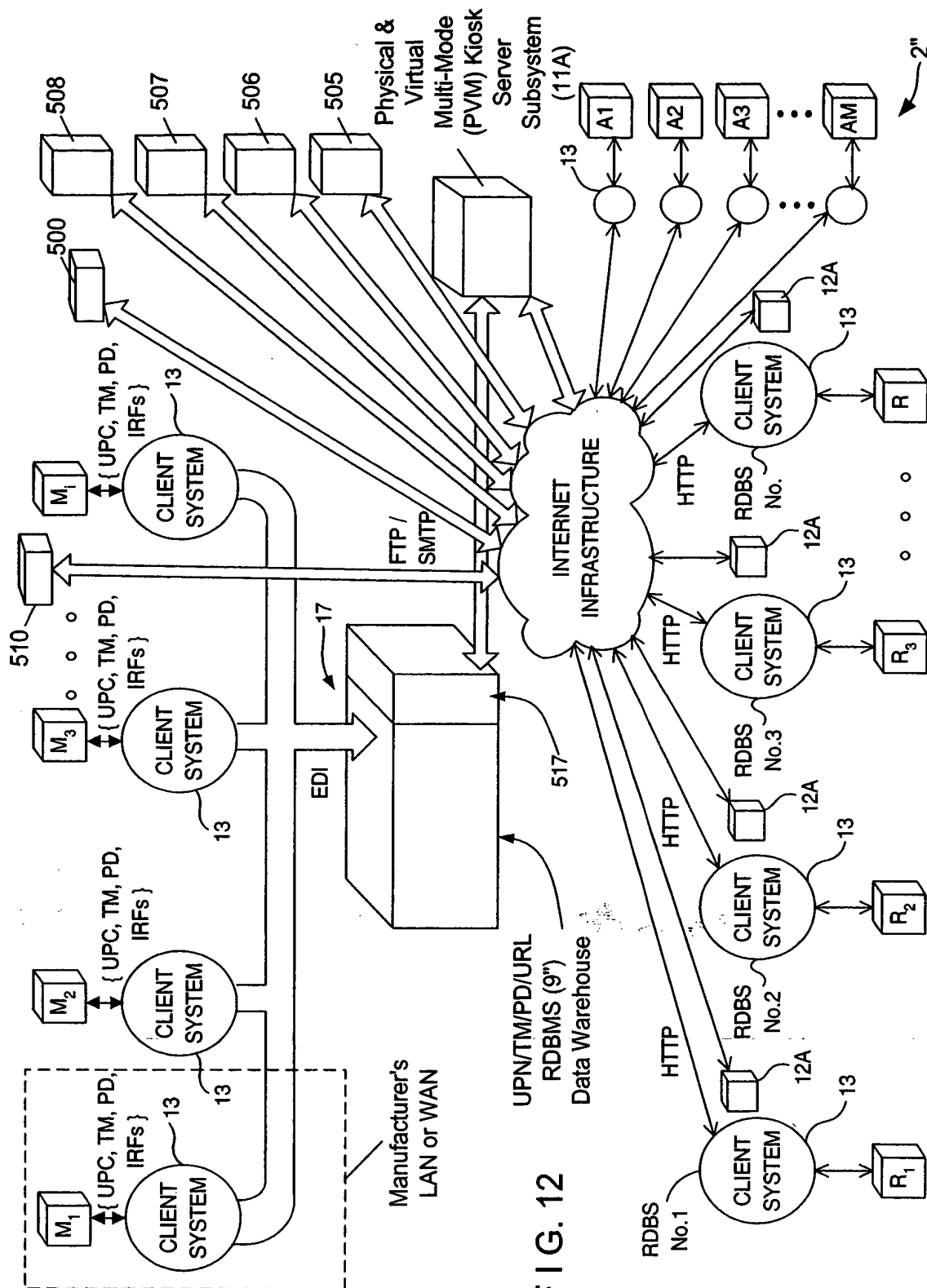


FIG. 11



[illegible]

FIG. 13

112/1046

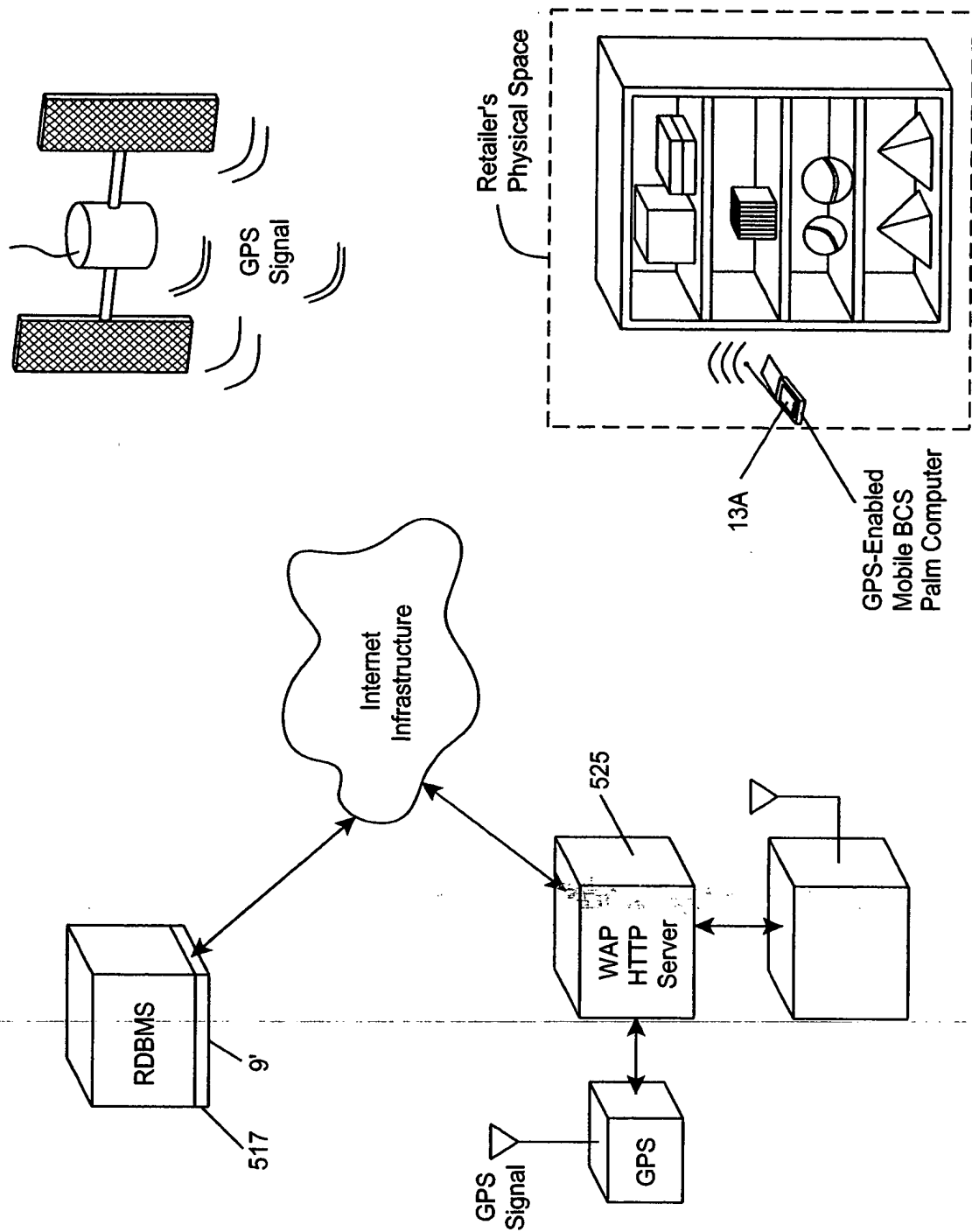


FIG. 14

113/1046

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-Mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender Employed	Alpha 20	Enterable; Modifiable
EDI Vender Contact Person	Alpha 20	Enterable; Modifiable
EDI Vender Phone Number	Alpha 20	Enterable; Modifiable
EDI Vender E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mngt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mngt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent E-Mail	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15A

114/1046

Structure: UPN/URL Management SW License		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Rep	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Release Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

FIG. 15C

Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Service	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfgr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns to Mfgr.	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs about Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 10	Alpha 20	Enterable; Modifiable

FIG. 15D1



116/1046

URL for Direct Mfgr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 1	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 2	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 3	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 5	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 6	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 7	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 8	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 9	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 10	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 11	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 12	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 13	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 14	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 15	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 16	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 17	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 18	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 19	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 20	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 1	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 2	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 3	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 4	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 5	Alpha 20	Enterable; Modifiable
URL for Special Product Notices	Alpha 20	Enterable; Modifiable
URL for Product Uses	Alpha 20	Enterable; Modifiable
URL for Product Recreations	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 3	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 4	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 5	Alpha 20	Enterable; Modifiable
URL for Product Updates	Alpha 20	Enterable; Modifiable
URL for Software Downloads	Alpha 20	Enterable; Modifiable
URL for Mfgr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Rtlr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Mfgr. Suggested Rtl. Price	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15D2

Structure: Retailer		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Catalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2B Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Phone	Alpha 20	Enterable; Modifiable
EDI B2B Enabler E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender	Alpha 20	Enterable; Modifiable
EDI Vender Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vender Phone	Alpha 20	Enterable; Modifiable
EDI Vender E-mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfgr. P-Store Relation		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F

11011046

Structure: Mfgr./Retailer Relationships		
MIN Assigned By UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer # 1 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 2 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 3 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 4 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 5 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 6 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 7 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 8 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 9 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer		
Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No.	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

119/1046

Structure: Advertiser		
Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15I

120/1046

Structure: Promoter		
Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 9	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J

Structure: Physical Kiosk		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update		

FIG. 15K

122/1046

Structure: Retailer Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Category/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server		
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N

123/1046

Structure: Physical Kiosk E-Mail		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15O

Structure: Physical Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date Of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

Structure: Ad Spot Order-Virtual Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q



124/1046

Structure: Ad Spot Order-Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL Of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order-Physical Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL Of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S

125/1046

Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15U

126/1046

Structure: Virtual Kiosk		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No.	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun.	Alpha 20	Enterable; Modifiable
URL Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-Enabling Applet		
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	Enterable; Modifiable
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15W

127/ 1040

Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Z

120/1046

Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order- Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Dated Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad In DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost Of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15BB

129/1046

Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE

130/1046

Structure: Ad Credit- Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit- Virtual Kiosk		
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

131/1046

Structure: Purchase at Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15II

Structure: Purchase at E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15JJ

Structure: Retailer/Mfgr. E-Store Relation		
Retailer E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha	Enterable; Modifiable
Date of Record Update	20Alpha 20	Enterable; Modifiable

FIG. 15KK



132/1046

Structure: Mfgr. Rights		
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 9	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15LL

Structure: Mfgr. E-Store Web Page Rights		
E-Store Web Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

(Mfgr's Virtual Shelf Rights Aisle)

FIG. 15MM

133/1046

Modes Of Information Service In The CPI Link Creation, Management, And  
Transport Subsystem (501)

- Registration Of Manufacture/Creation Of Manufacturer Account
  - Log-In By Manufacturer
  - Download And Register UPN/TM/PD/URL Link
  - Creation/Management/And Transport (LCMT) Software
  - Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
  - Selection And Customizing UPN/TM/PD/URL LCMT GUI Design-
    - Manufacturer Customization Options;
      - Default CPI Categories For Linked URL,
      - Custom CPI Categories For Linked URL
  - On-Line Training For UPN/TM/PD/URL LCMT Software
  - Update Manufacturer Registration Information
  - Certificate Of Manufacturer's Product Advertising Agents
  - Certificate Of Manufacturer's Product Promotional Agents
- 

FIG. 16

134/1046

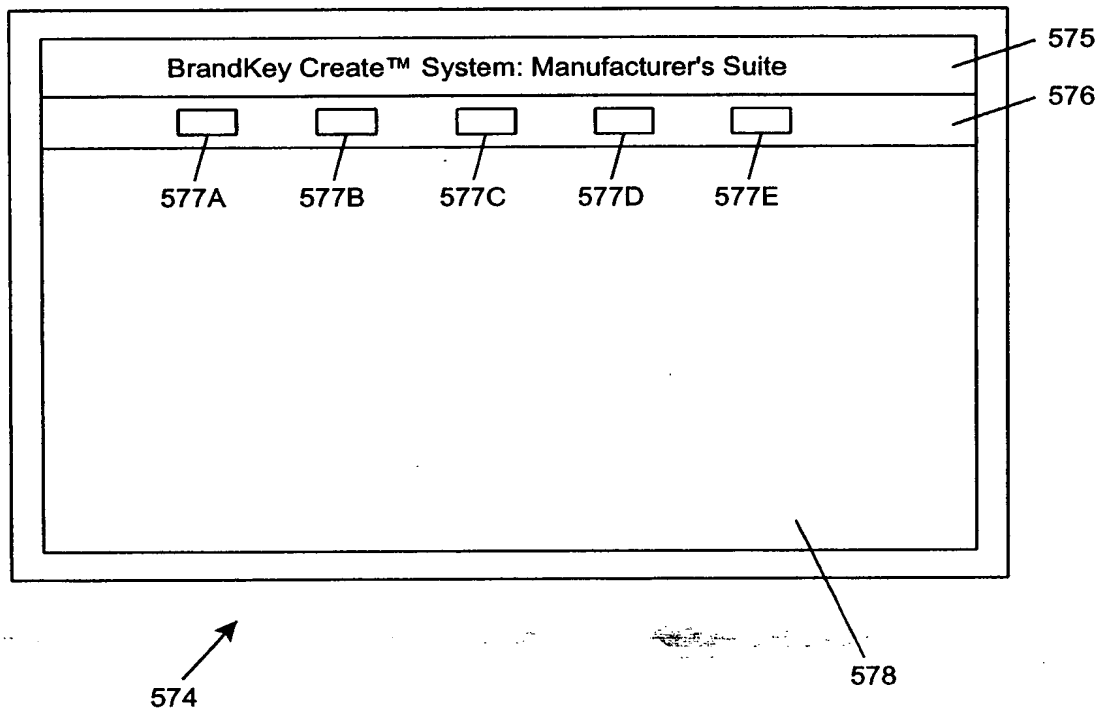


FIG. 16A

135/1046

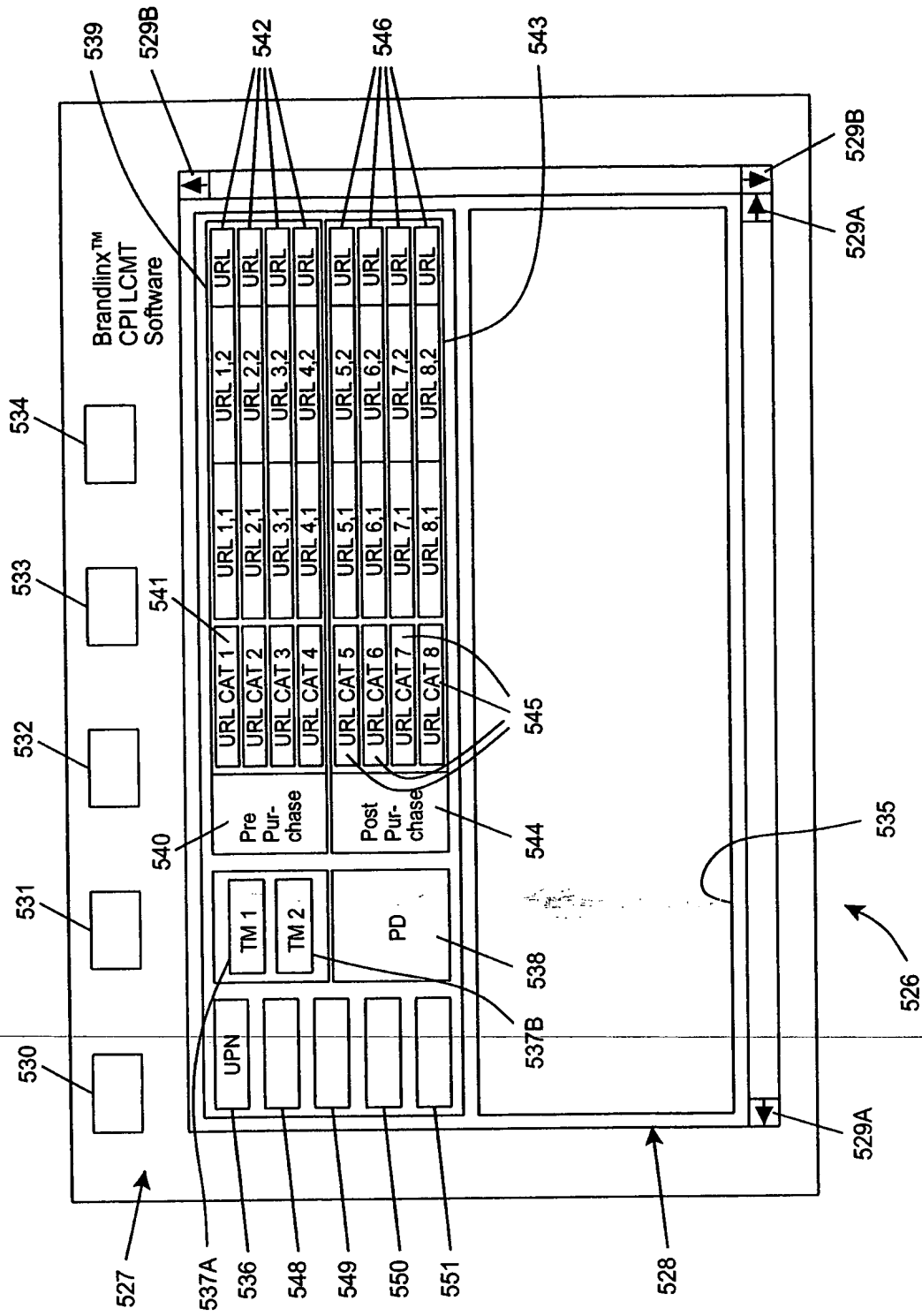


FIG. 17

Distributed Method And System Of UPC/URL Management Over A LAN Or WAN

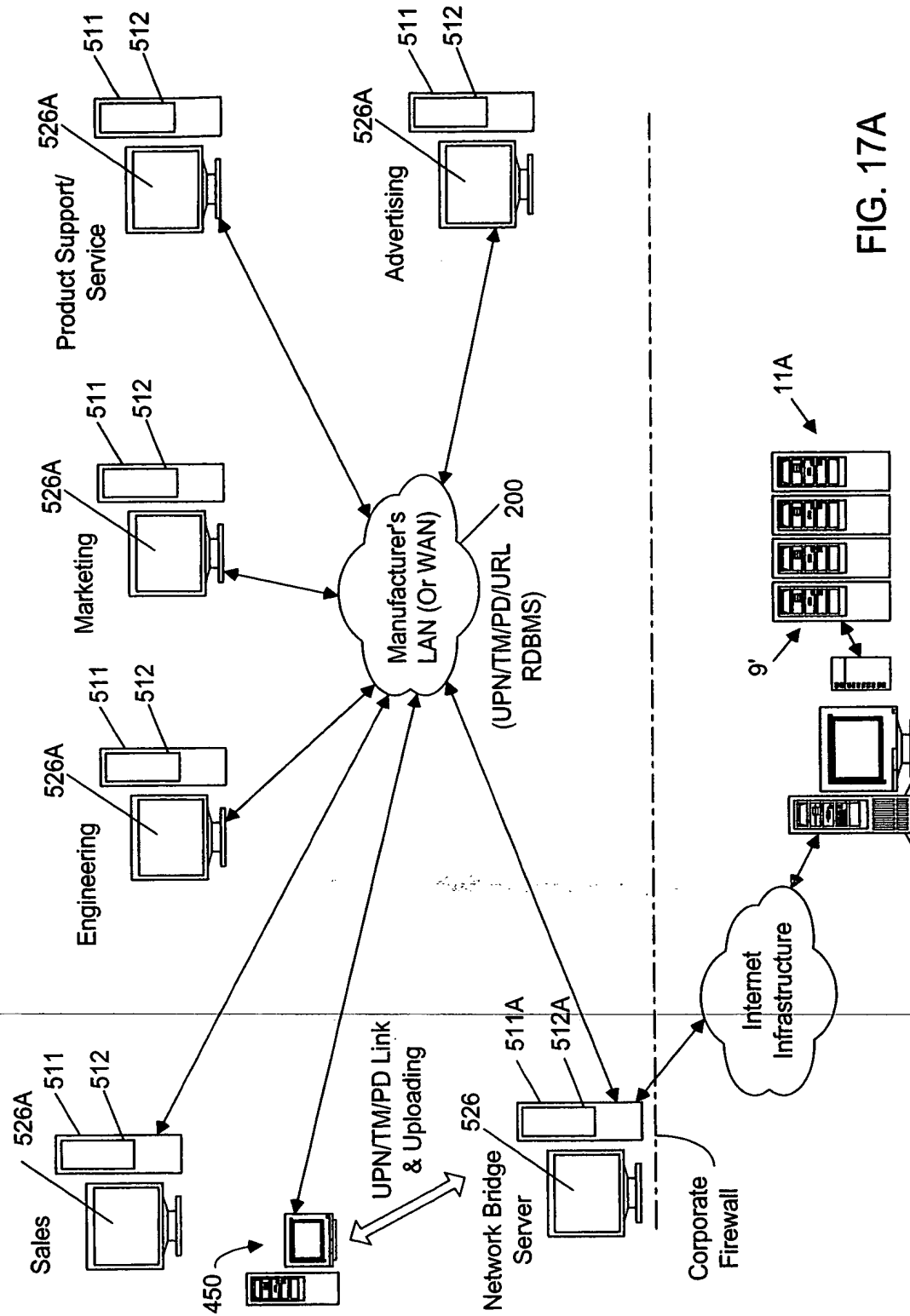


FIG. 17A

137/1046

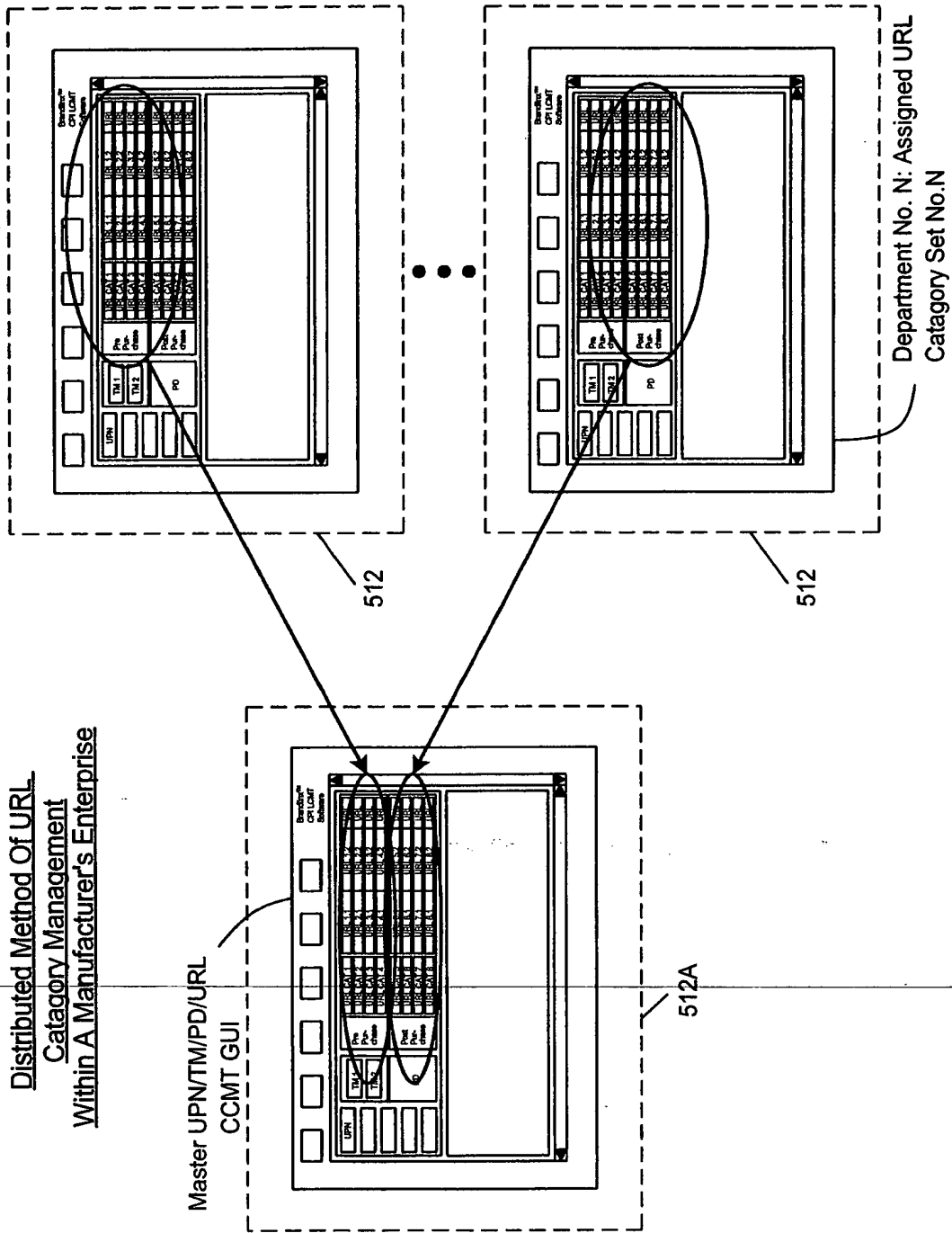


FIG. 17B

130/1046

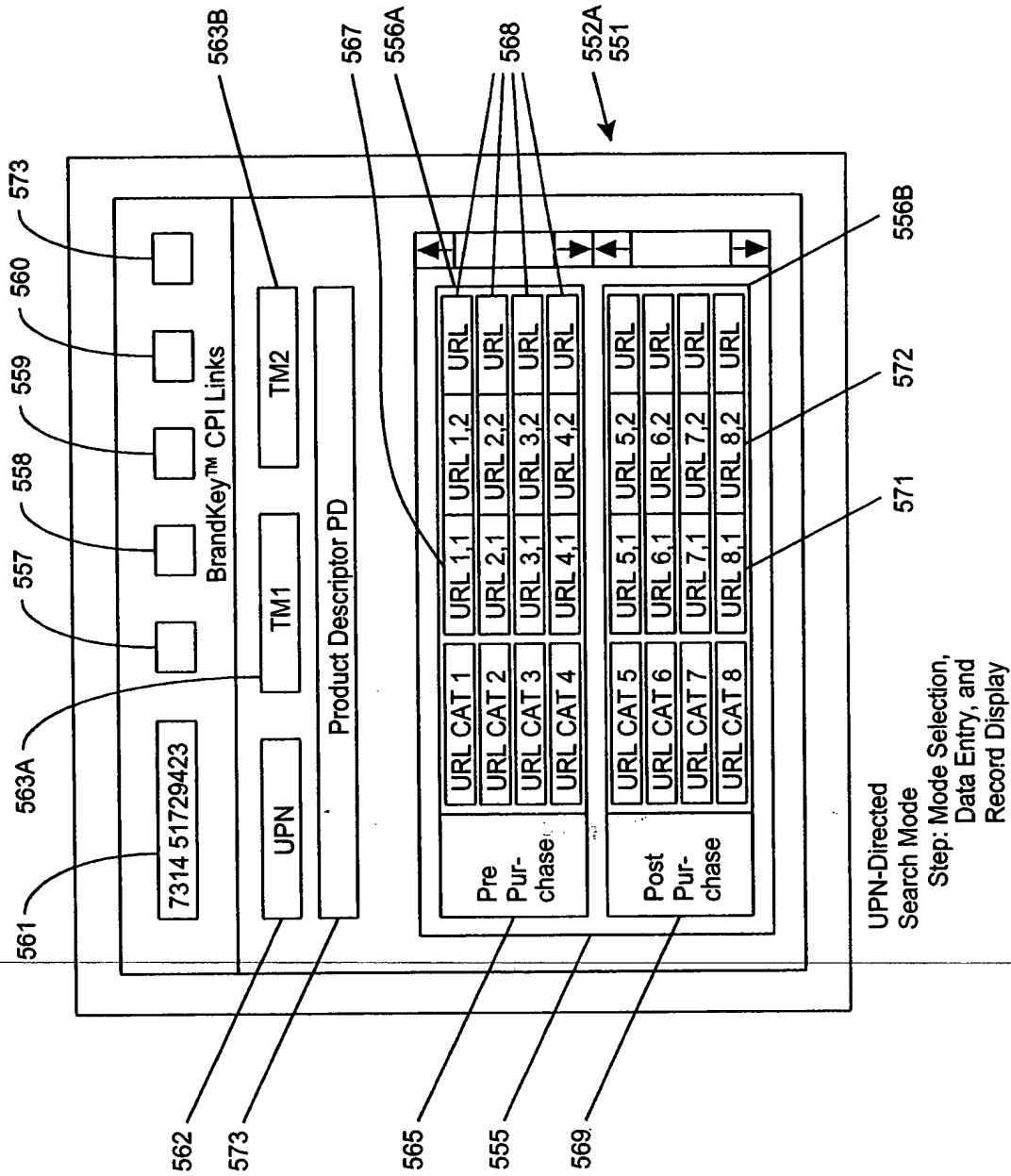
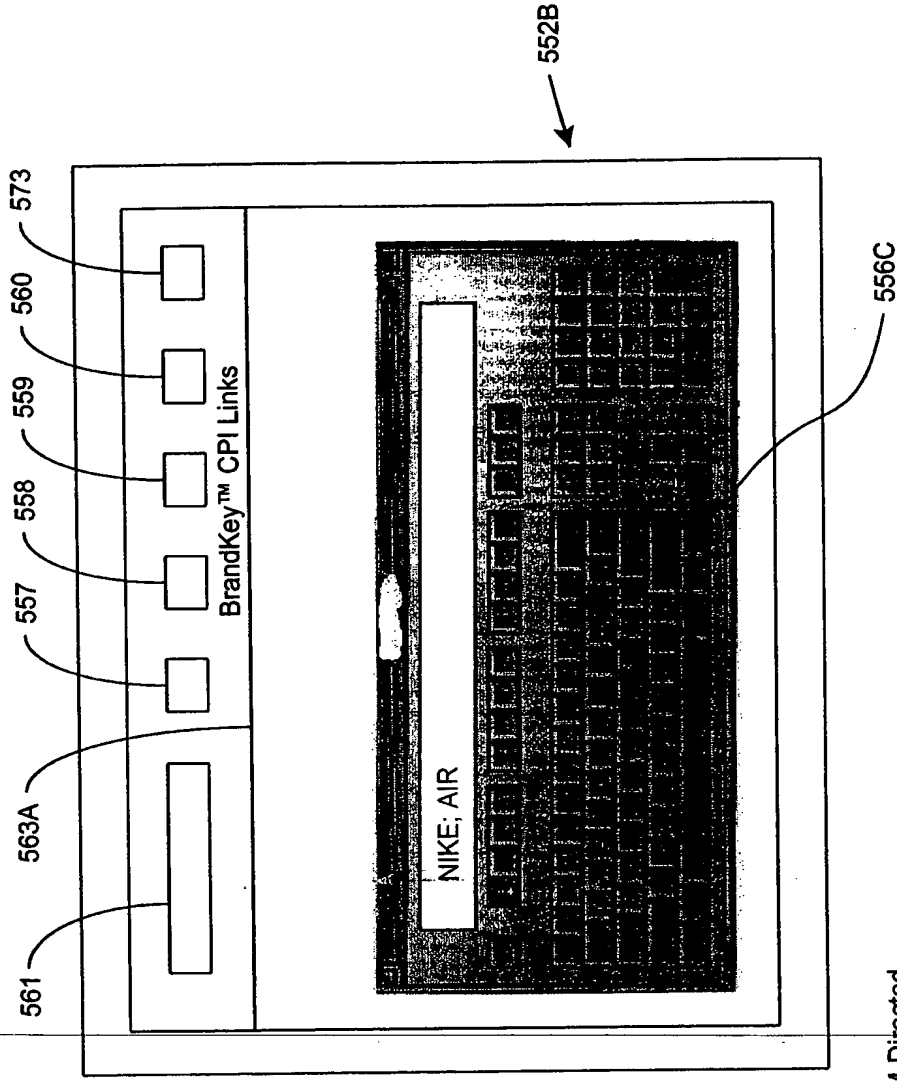


FIG. 18A

139/1046



TM-Directed  
Search Mode  
Step 1: Mode Selection  
And Data Entry

FIG. 18B1



140/1046

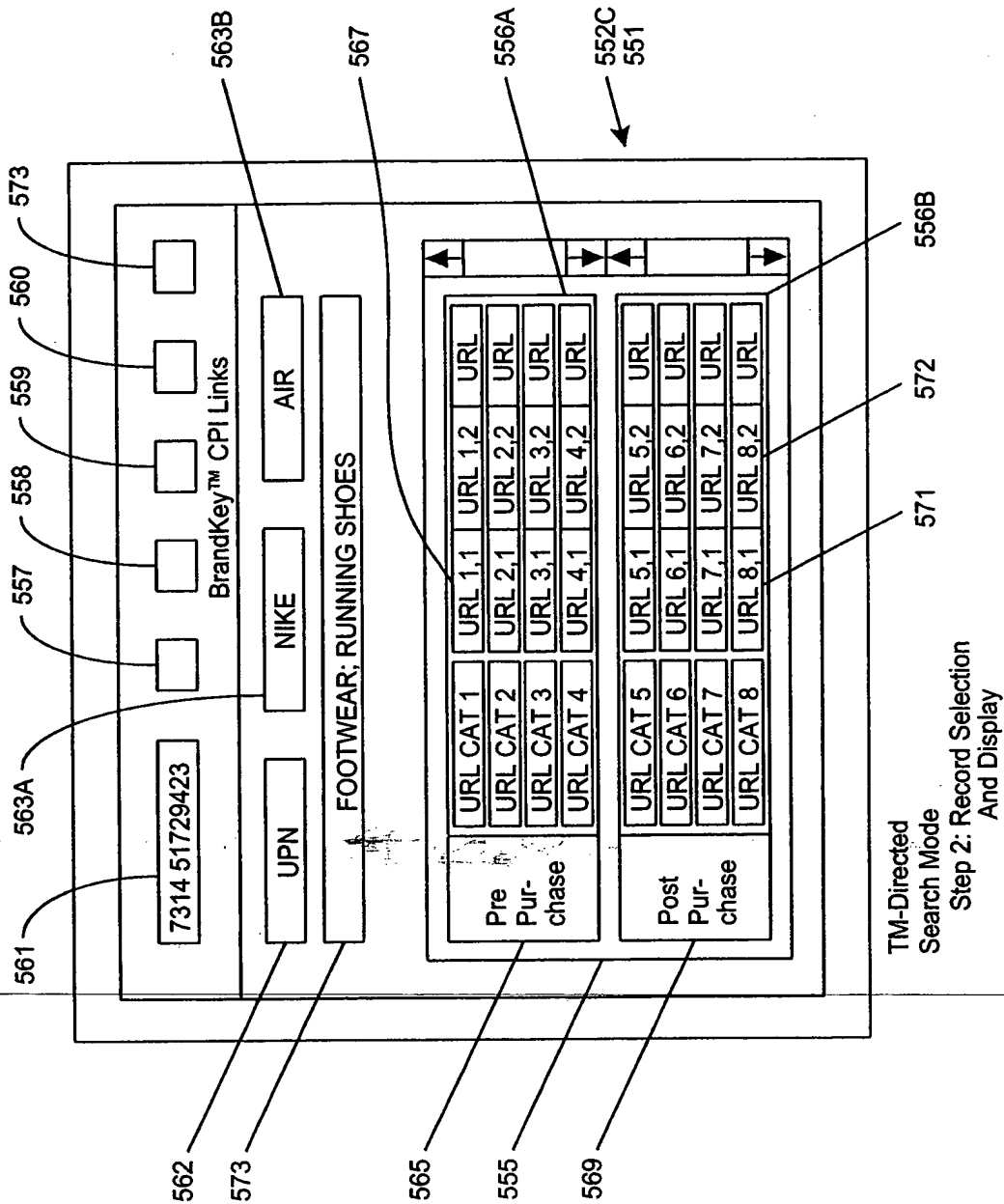
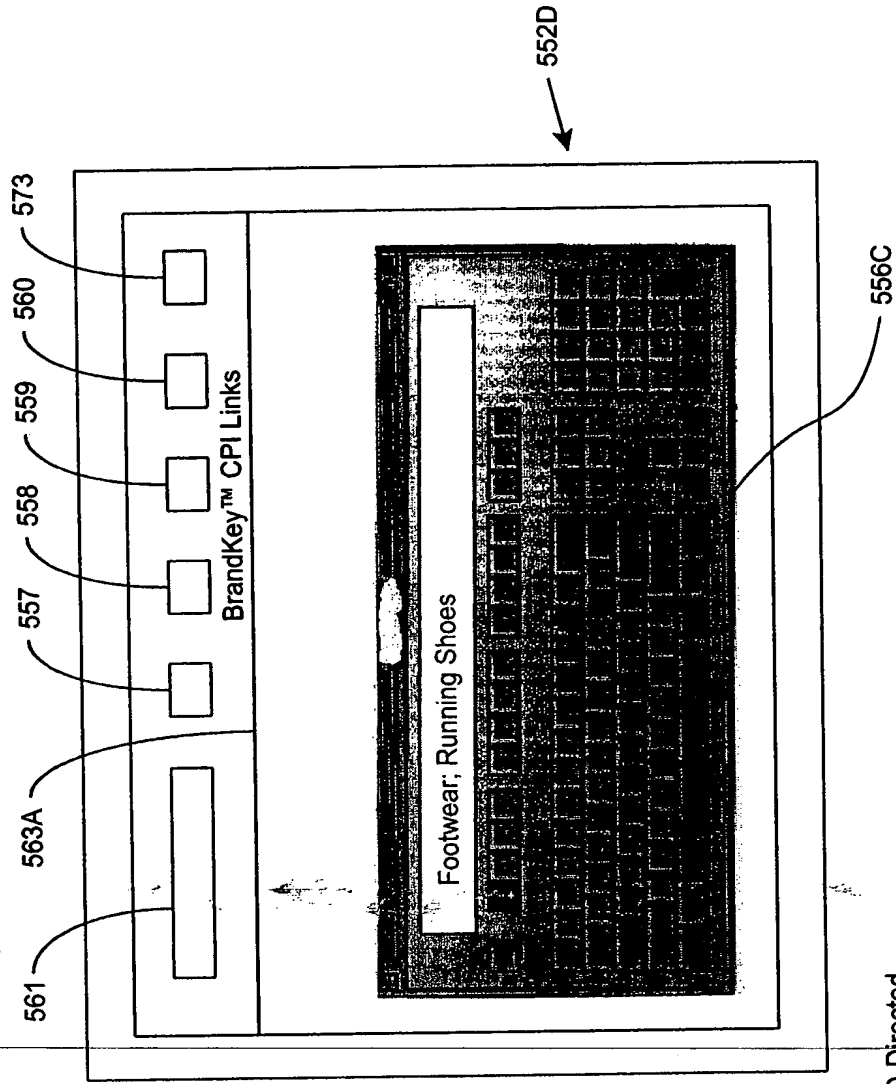


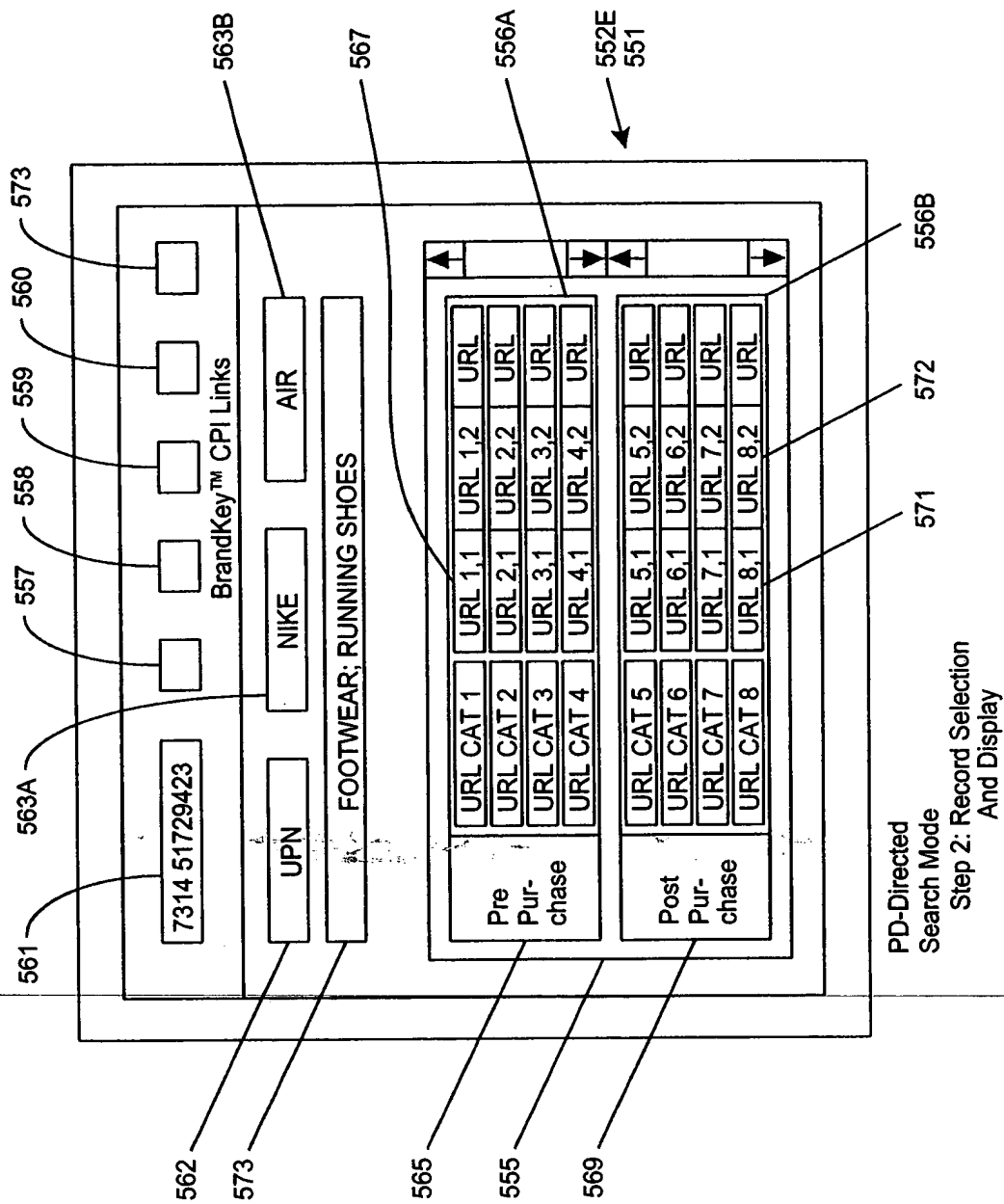
FIG. 18B2

141/1046



PD-Directed  
Search Mode  
Step 1: Mode Selection  
And Data Entry

FIG. 18C1



**FIG. 18C2**

143/1046

Modes Of Information Service In The CPI Kiosk Configuration, Deployment,  
Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- Update And Display Kiosk Deployment Directory-
- Select/Order Physical And Virtual Kiosk For Deployment
  - Specify Location Of Kiosk Installation And Deployment
  - Selection Of Information Services Delivered By Deployed CPI Kiosk
  - Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

Consumers

- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
  - Virtual CPI Kiosks Deployed In Retailer E-Stores
  - Physical CPI Kiosks Deployed In Retailer P-Stores
  - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

FIG. 19A

144/1046

Manufacturer's (In Electronic Streams Of Commerce)

- Registration Of Manufacture/Creation Of Retailer Account
  - Log-In By Manufacturer
    - Update And Display Manufacturer's Virtual Kiosk Deployment Directory-
  - Select/Order Virtual Kiosk For Deployment
    - Specify Domain Of Virtual Kiosk Installation And Deployment
    - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
    - Selection And Customize Of-Virtual CPI Kiosk GUI Design
  - Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
  - Certification Of Manufacturer's Advertising Agents
  - Certification Of Manufacturer's Product Promotional Agents
  - Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
  - Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents
- 

FIG. 19B

1A5/1046

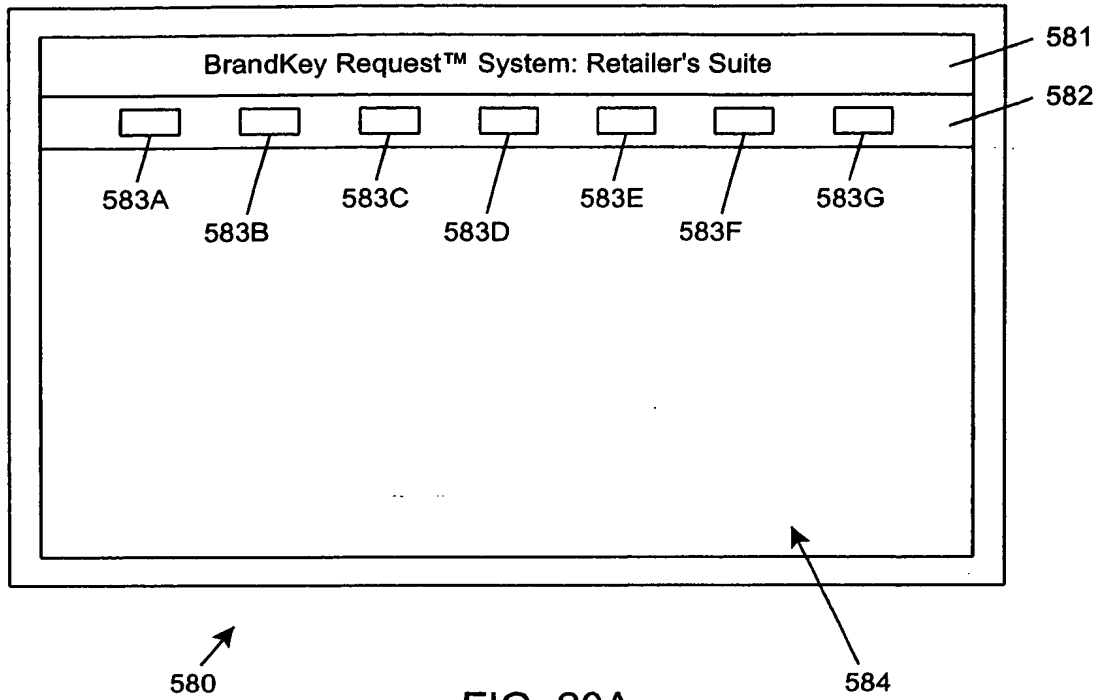


FIG. 20A

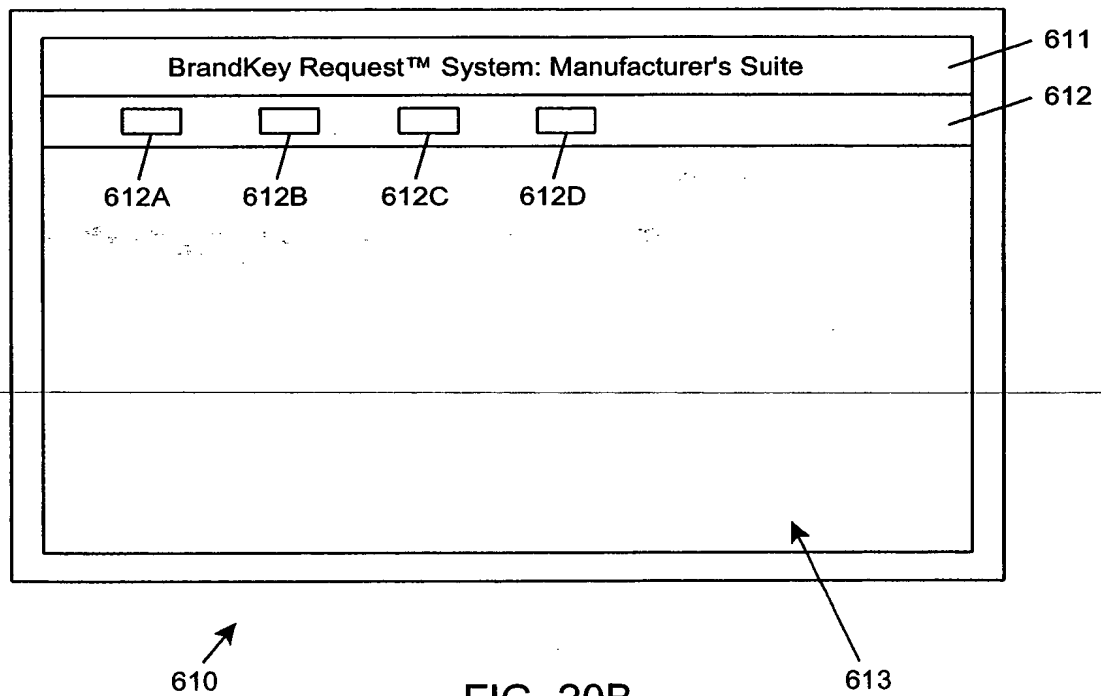


FIG. 20B

146/1046

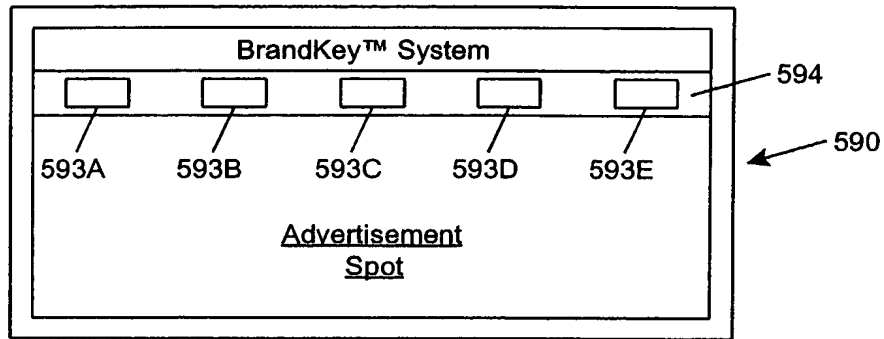


FIG. 21A

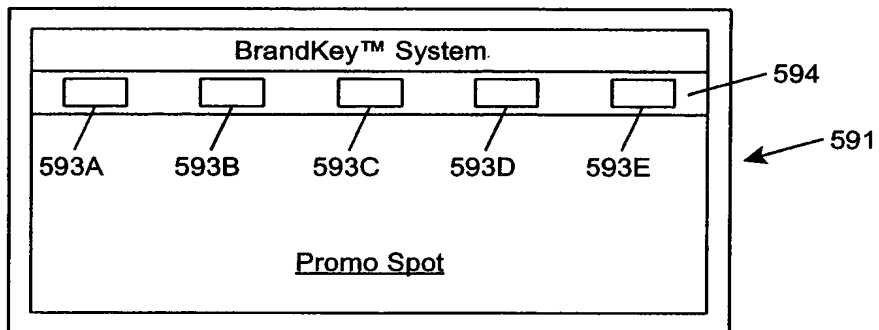


FIG. 21B

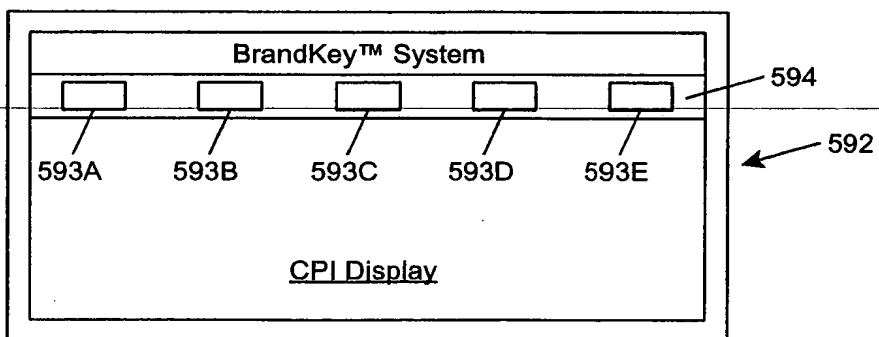


FIG. 21C

147/1046

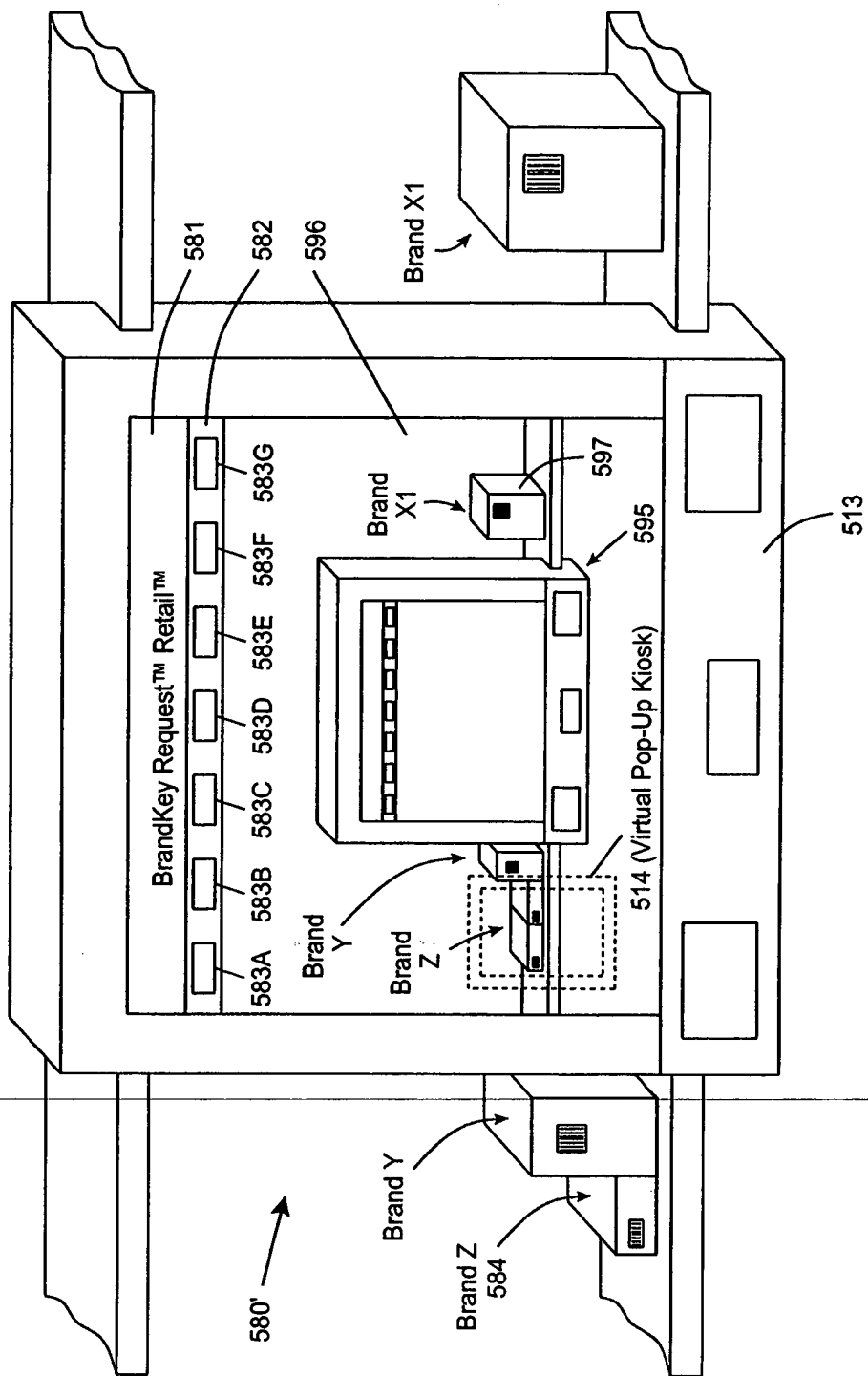


FIG. 22



148/1040

"Manufacturer Aisle/Shelf Right/Privilege Registration"

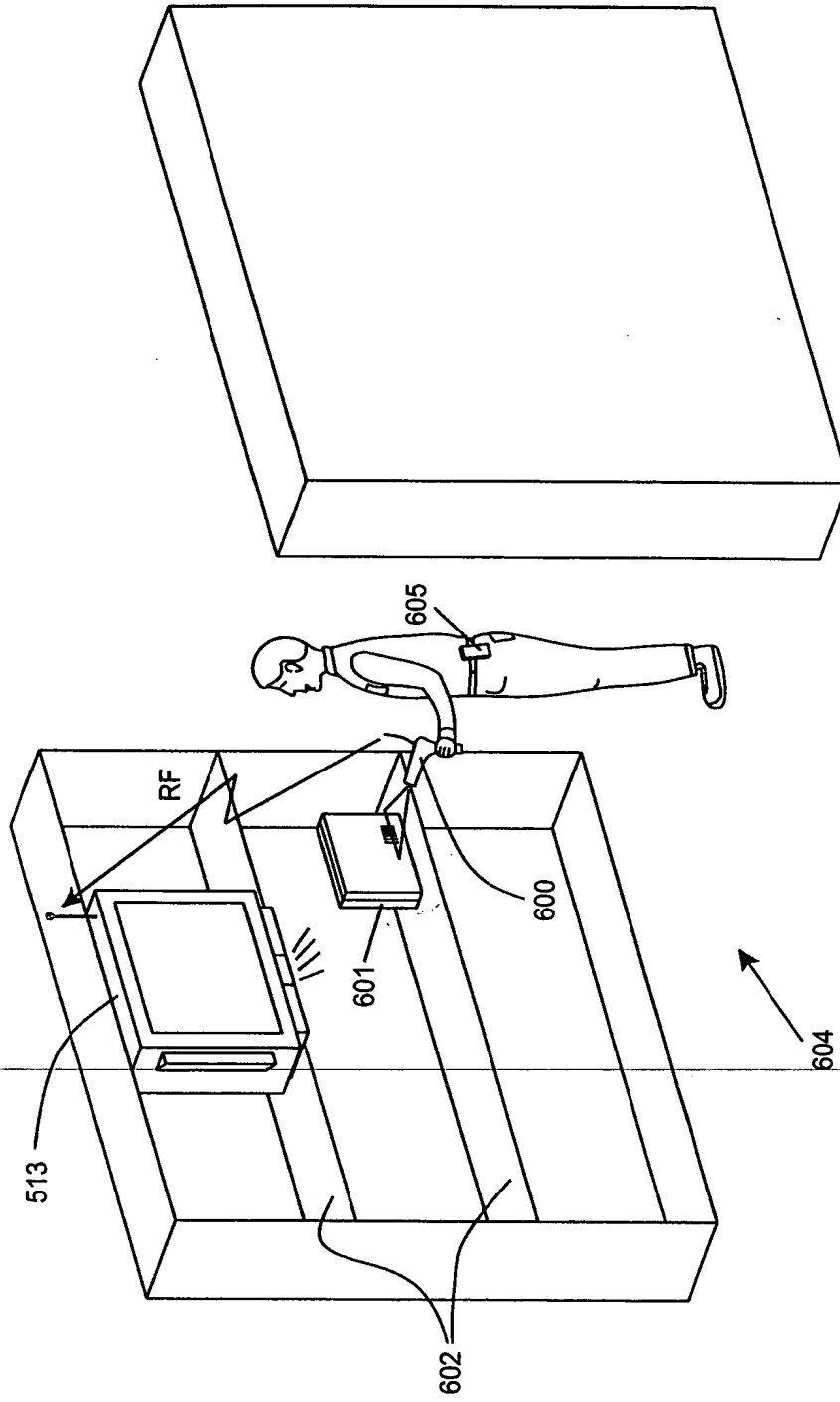


FIG. 23

199/1046

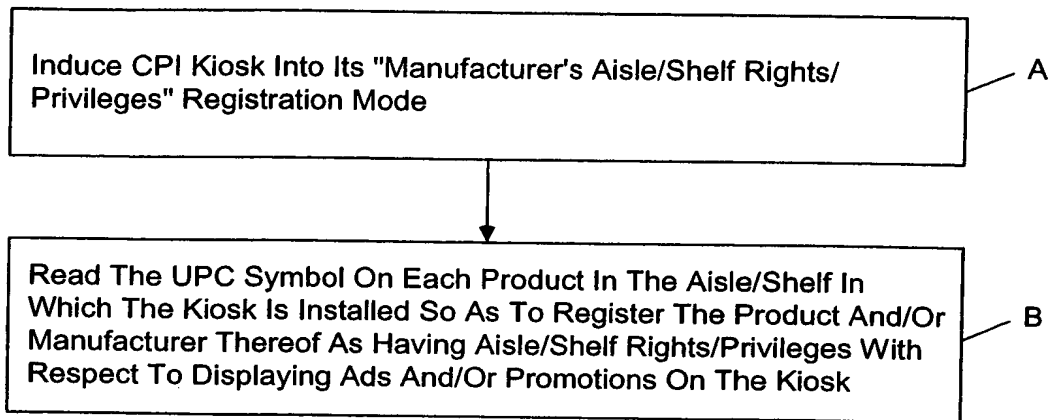


FIG. 24A

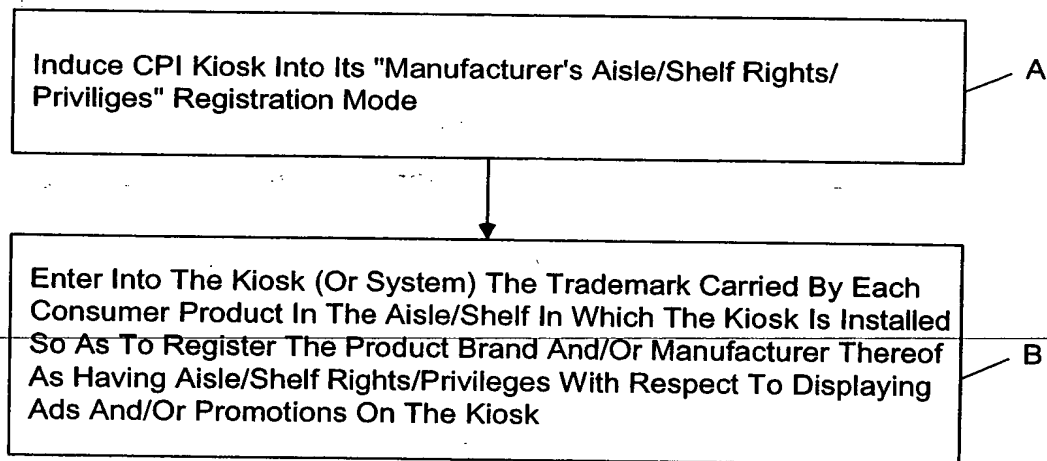


FIG. 24B

Data-Processing Method Carried Out On CPI Requests Made By  
Consumers From Physical Retailer-Based CPI Kiosks In Accordance  
With The Principles Of The Present Invention

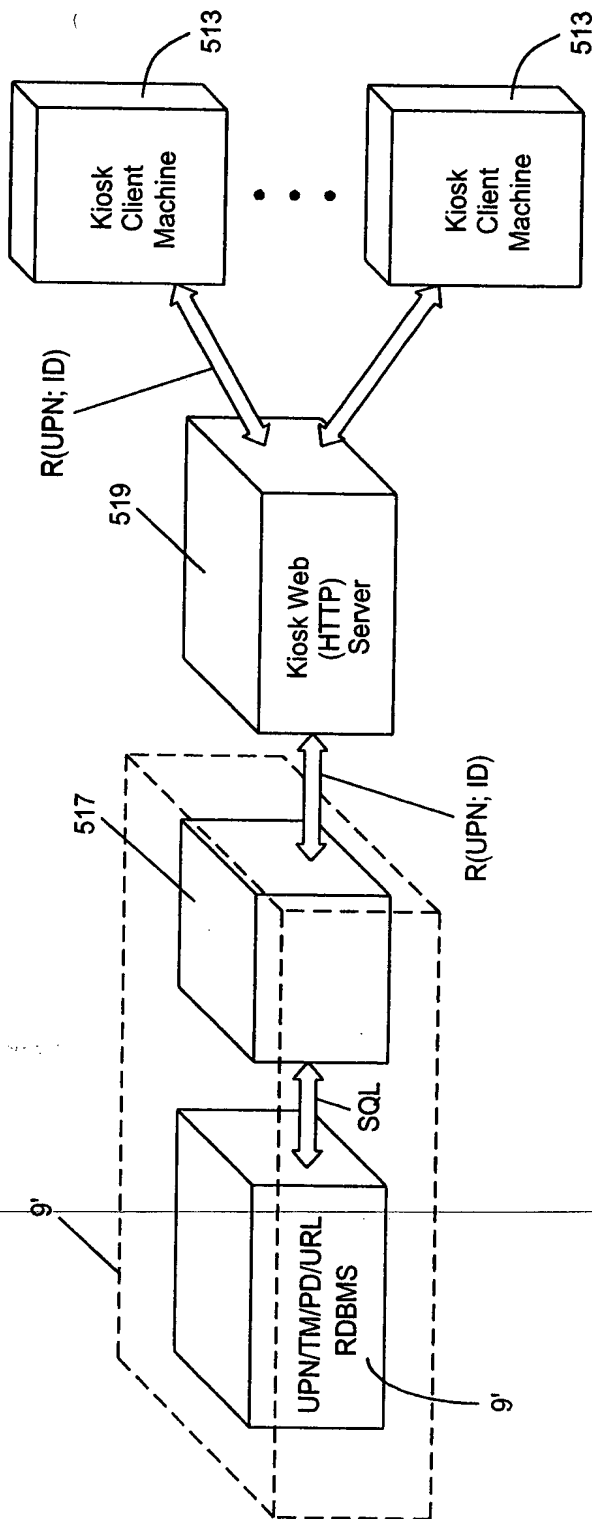


FIG. 25

151/1046

Data Filtering On CPI Requests Made From Physical  
Kiosks Deployed In A Retailers Store

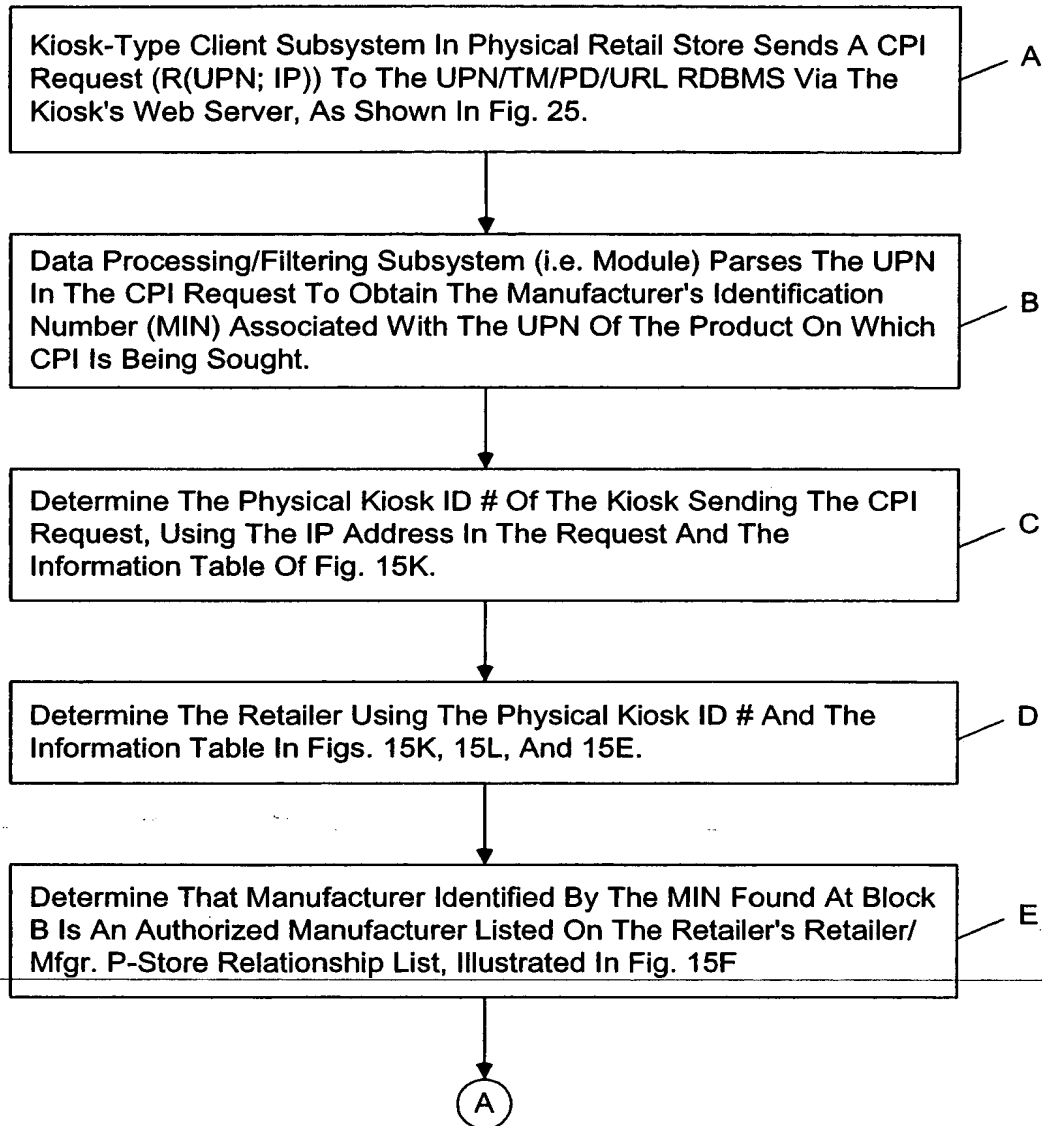


FIG. 26A

152/1046

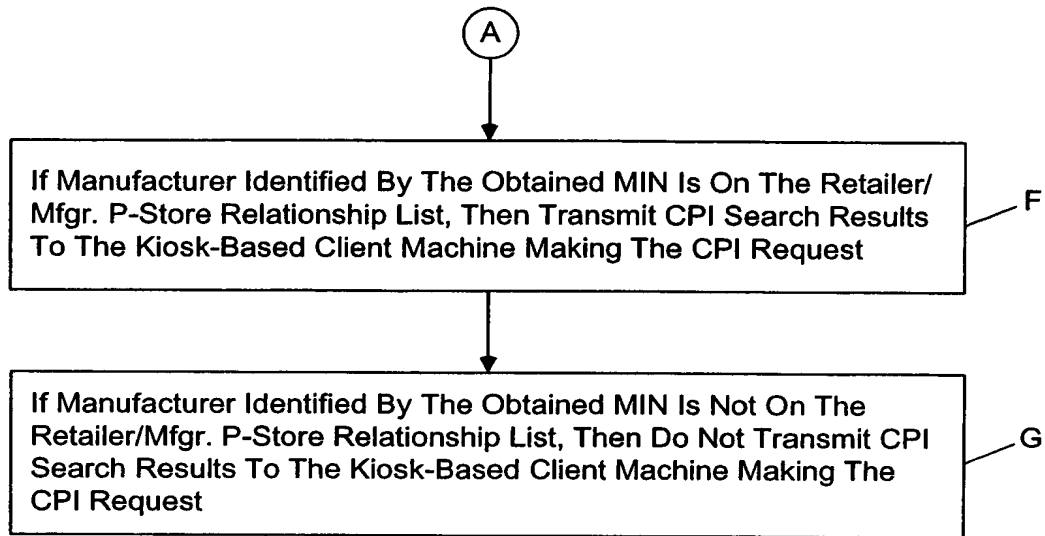


FIG. 26B

Data-Processing Method Carried Out On CPI Requests Made By  
Consumers From Virtual-Type Retailer-Based CPI Kiosks In  
Accordance With The Principles Of The Present Invention

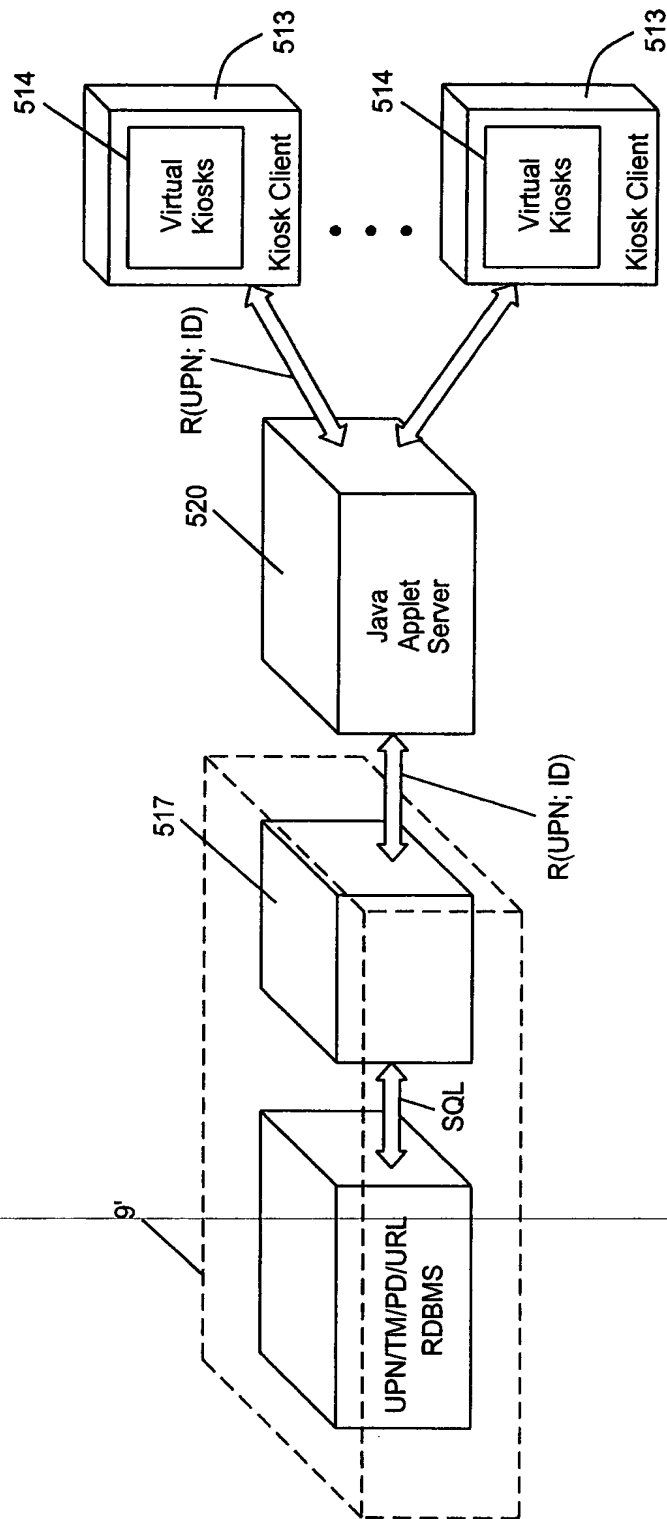


FIG. 27

Data Filtering On CPI Requests Made From Virtual (Applet-Enabled)  
Kiosks Deployed At An E-Tailers WWW Site Or E-Store

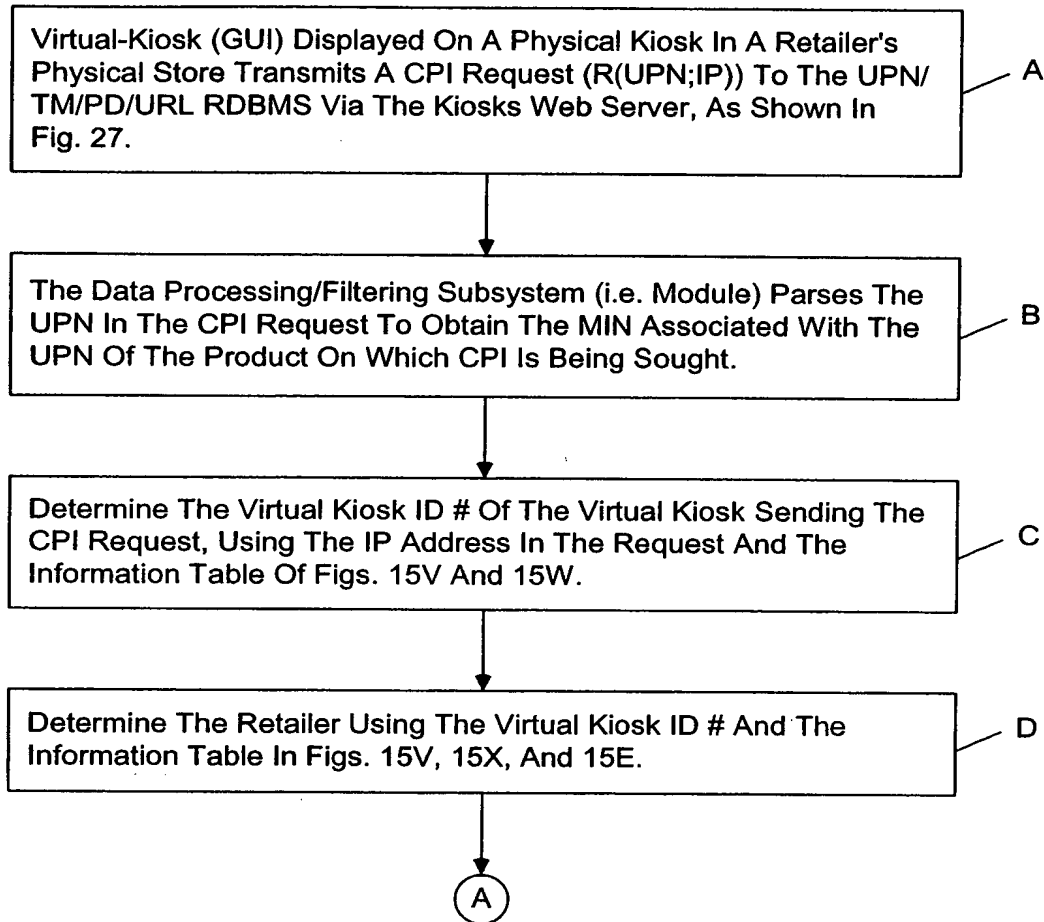


FIG. 28A

155/1046

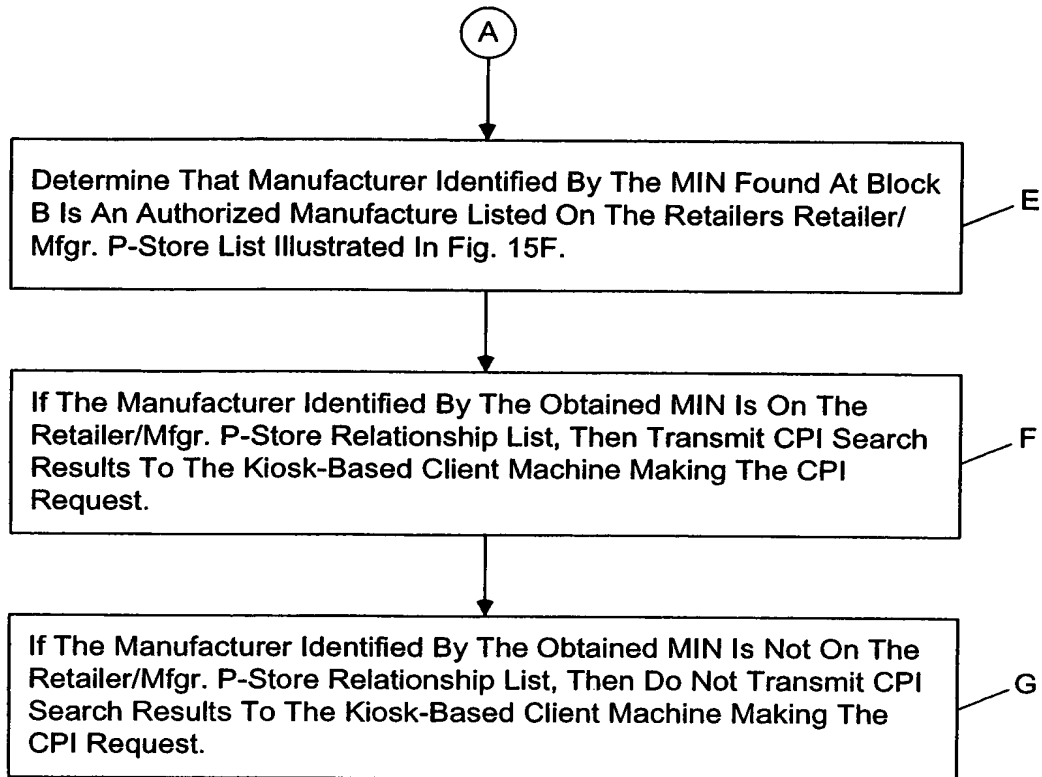


FIG. 28B



1561046

Modes of Information Service in the Consumer Product Advertisement  
Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration Of Advertiser/Creation Of Advertiser Account
- Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- ~~Modify Kiosk Advertising Campaign~~
- Monitor Performance Of Kiosk Advertising Campaign

FIG. 29

157/1046

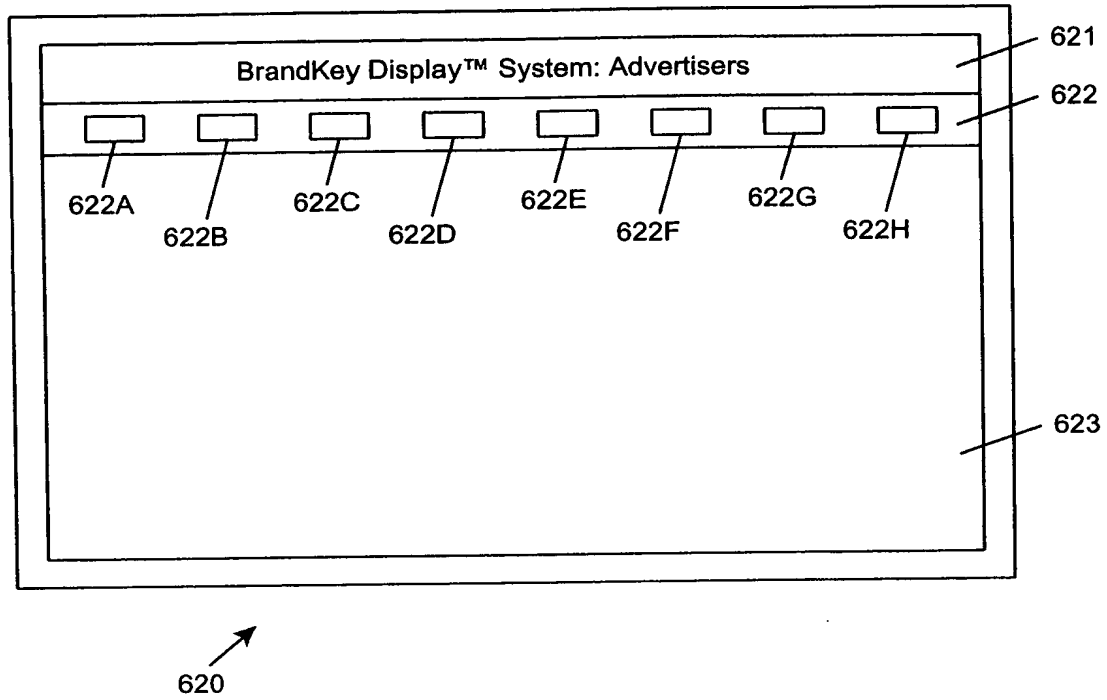


FIG. 30

150/1046

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Advertisers And Advertising Agents Are Authorized By Retailers To Display Product Advertisements, In Accordance With The Principles Of The Present Invention

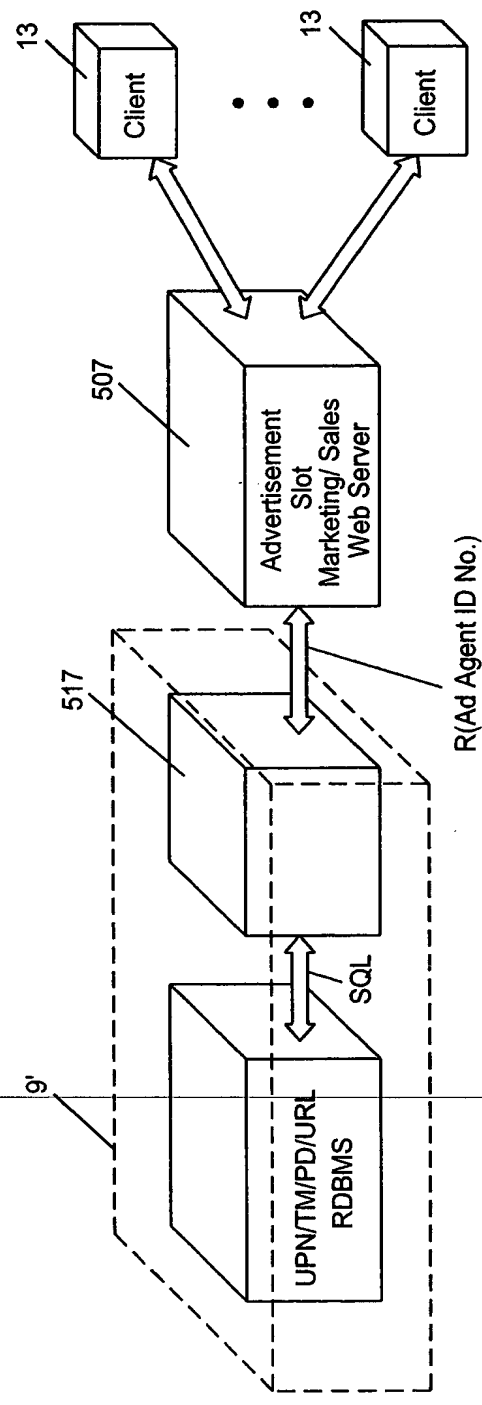


FIG. 31

159/1046

Data Processing Method For Generating A General Kiosk  
Advertising Directory Which Includes Only (Physical And  
Virtual) Kiosks On Which The Registered Advertiser Is  
Authorized By Retailers To Place Ad Spot Orders For  
Execution And Display

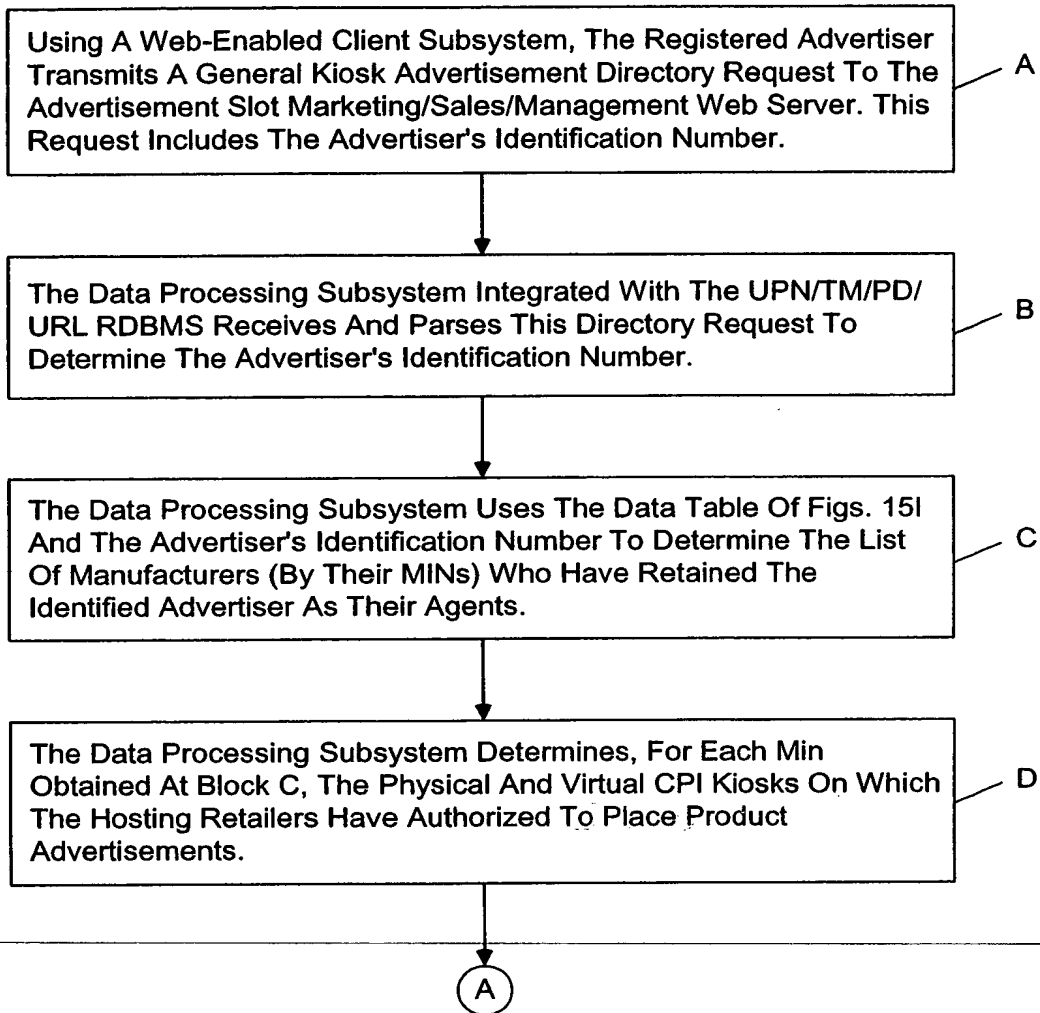


FIG. 32A

160/1046

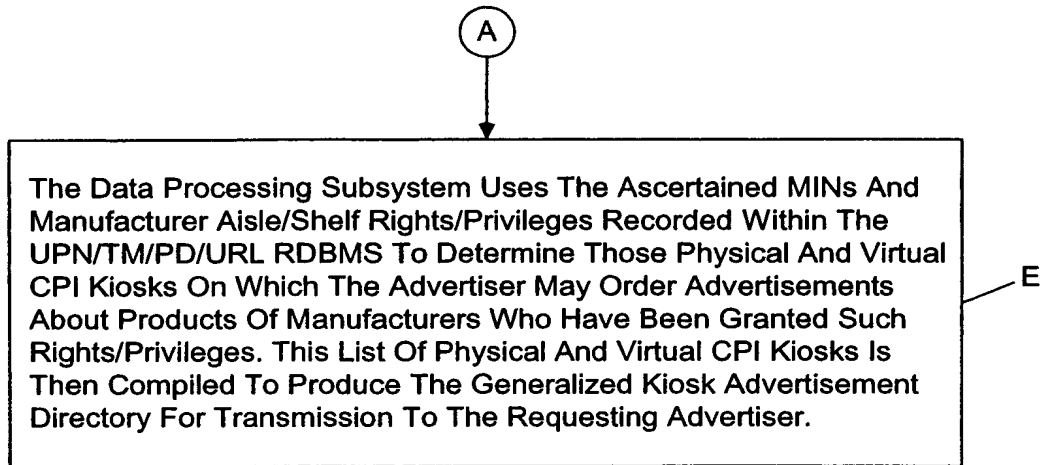


FIG. 32B

161/1046

Data-Processing Method Applied During The Generation Of A  
Kiosk Advertising Directory Identifying A Deployed Network Of  
Physical And Virtual Types Of Retailer-Based CPI Kiosks On  
Which A Particular Advertiser Or Advertising Agent Is Authorized  
By Kiosk-Hosting Retailers To Display Product Advertisements  
Regarding A Particular Brand Of UPN-Indexed Consumer Product  
In Accordance With The Principles Of The Present Invention

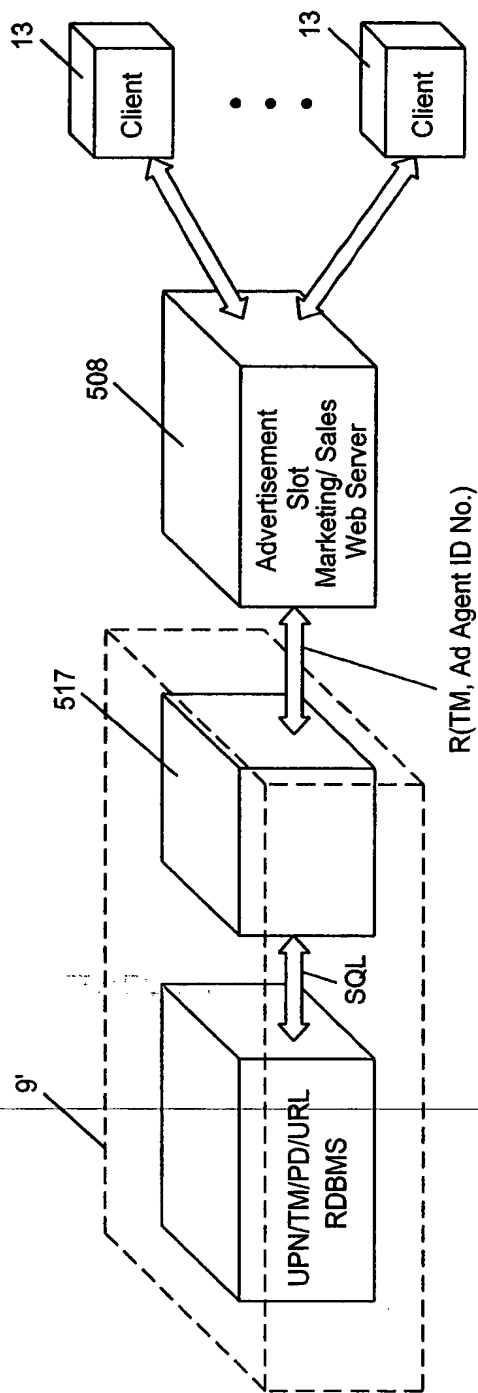


FIG. 33

162/1046

Data Processing Method For Generating A Brand Kiosk  
Advertising Directory Which Includes Only (Physical And  
Virtual) Kiosks On Which The Registered Advertiser Is  
Authorized By Retailers To Place Ad Spot Orders  
For Execution And Display

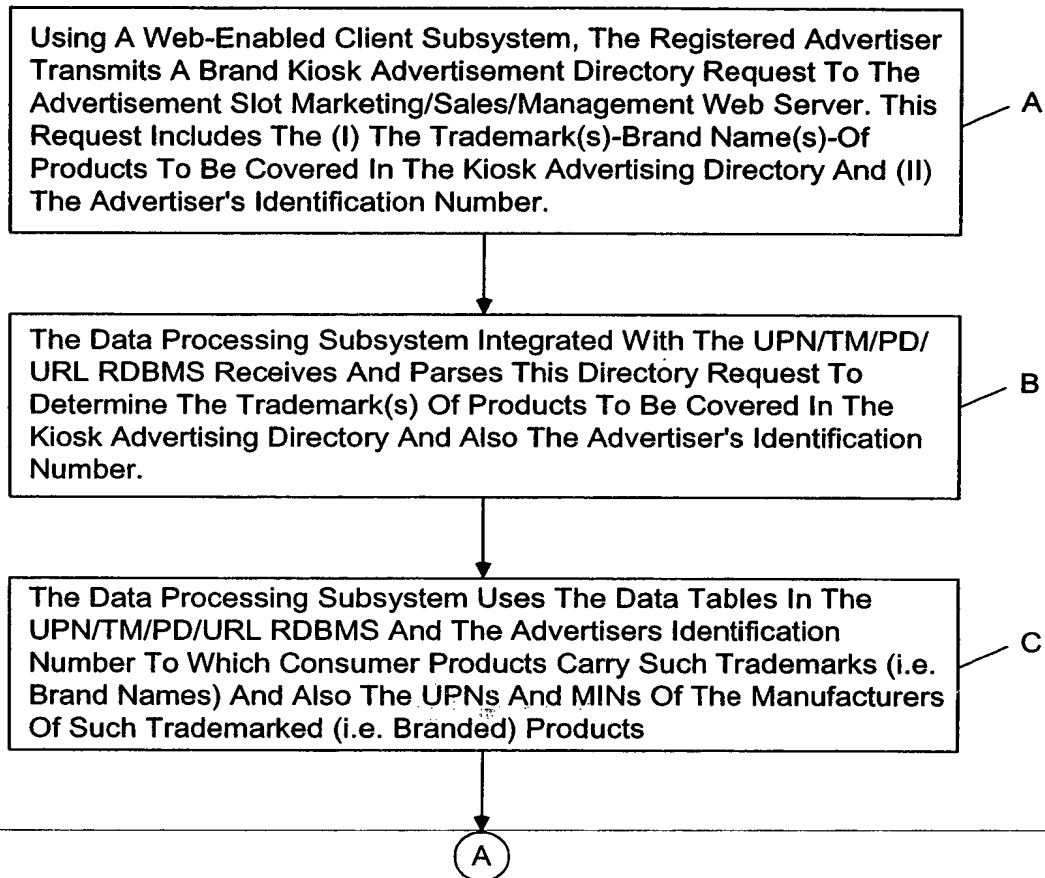


FIG. 34A

163/1046

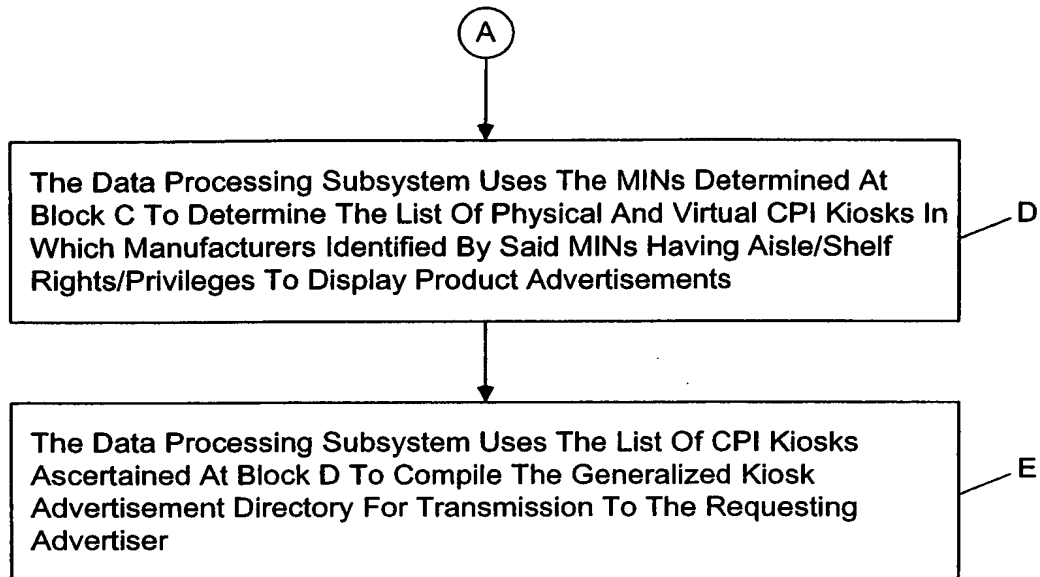


FIG. 34B



164/1046

**Modes of Information Service in the Consumer Product Promotion Marketing,  
Programming, Management and Delivery Subsystem (503)**

**Promoters**

- Registration Of Promoter/Creation Of Promotion Account
  - Log-In By Promoter
  - Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
  - Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
  - Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
  - Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
  - Modify Instituted Kiosk Promotion Campaign
  - Monitor Kiosk Promotion Campaign
- 

**FIG. 35**

105/1046

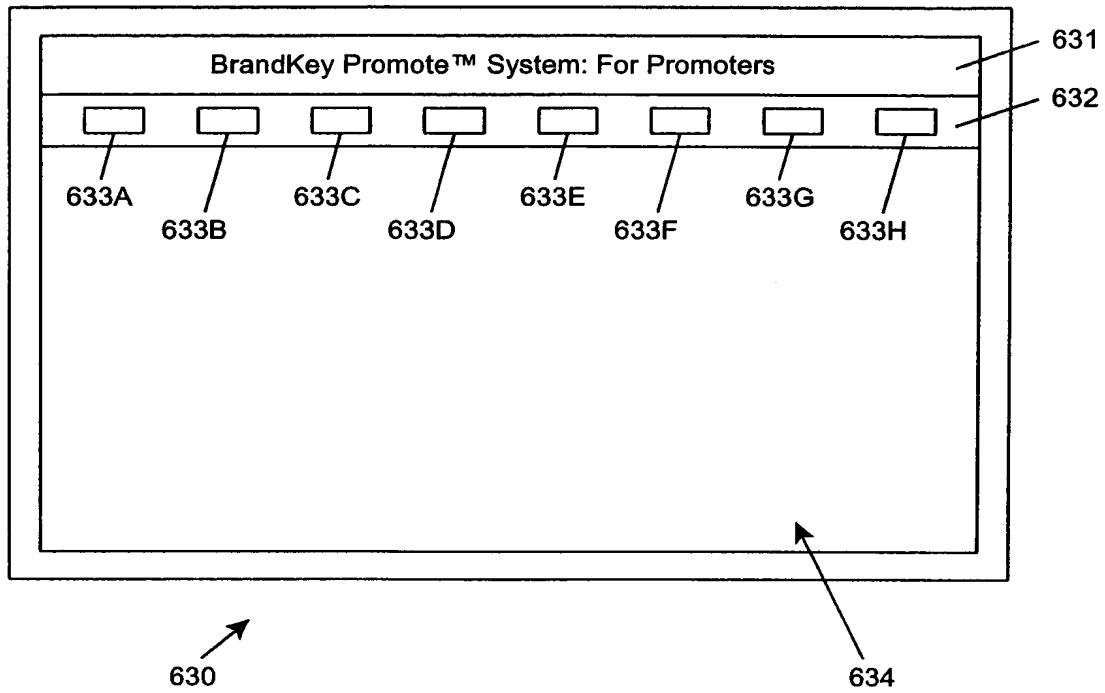


FIG. 36

166/1046

Data-Processing Method Applied During The Generation Of A  
Kiosk Promotion Directory Identifying A Deployed Network Of  
Physical And Virtual Types Of Retailer-Based CPI Kiosks On  
Which Particular Promoters And Promotional Agents Are Authorized  
By Retailers To Display Product Promotions In Accordance With  
The Principles Of The Present Invention

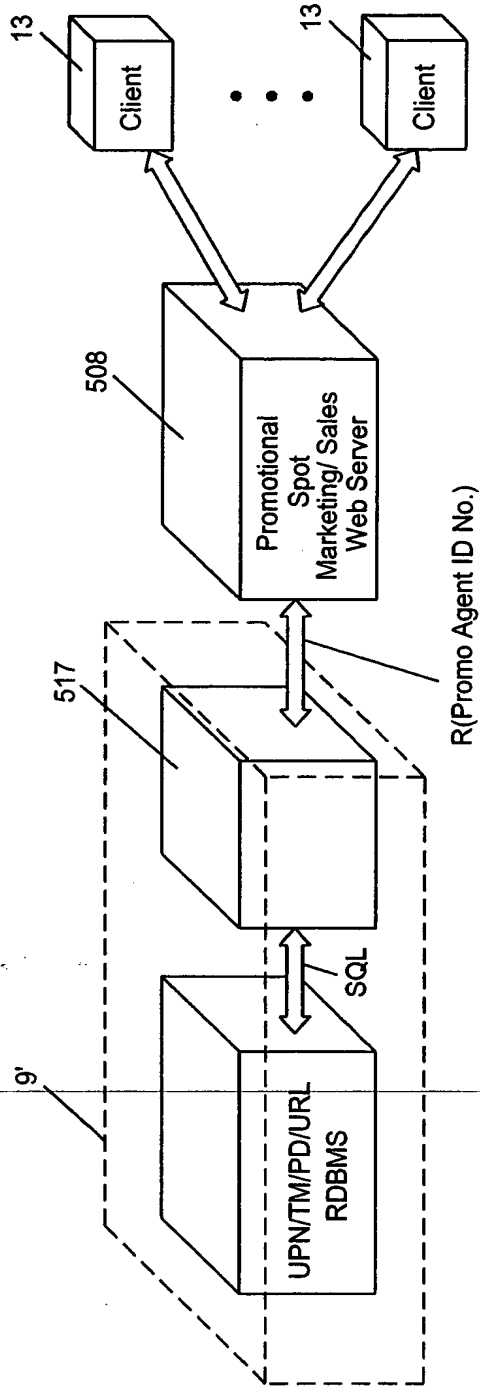


FIG. 37

167/1046

Data Processing Method For Generating A General Kiosk  
Promotion Directory Which Includes Only (Physical And  
Virtual) Kiosks On Which The Registered Promoter Is  
Authorized By Retailers To Place Promo Spot Orders  
For Execution And Display

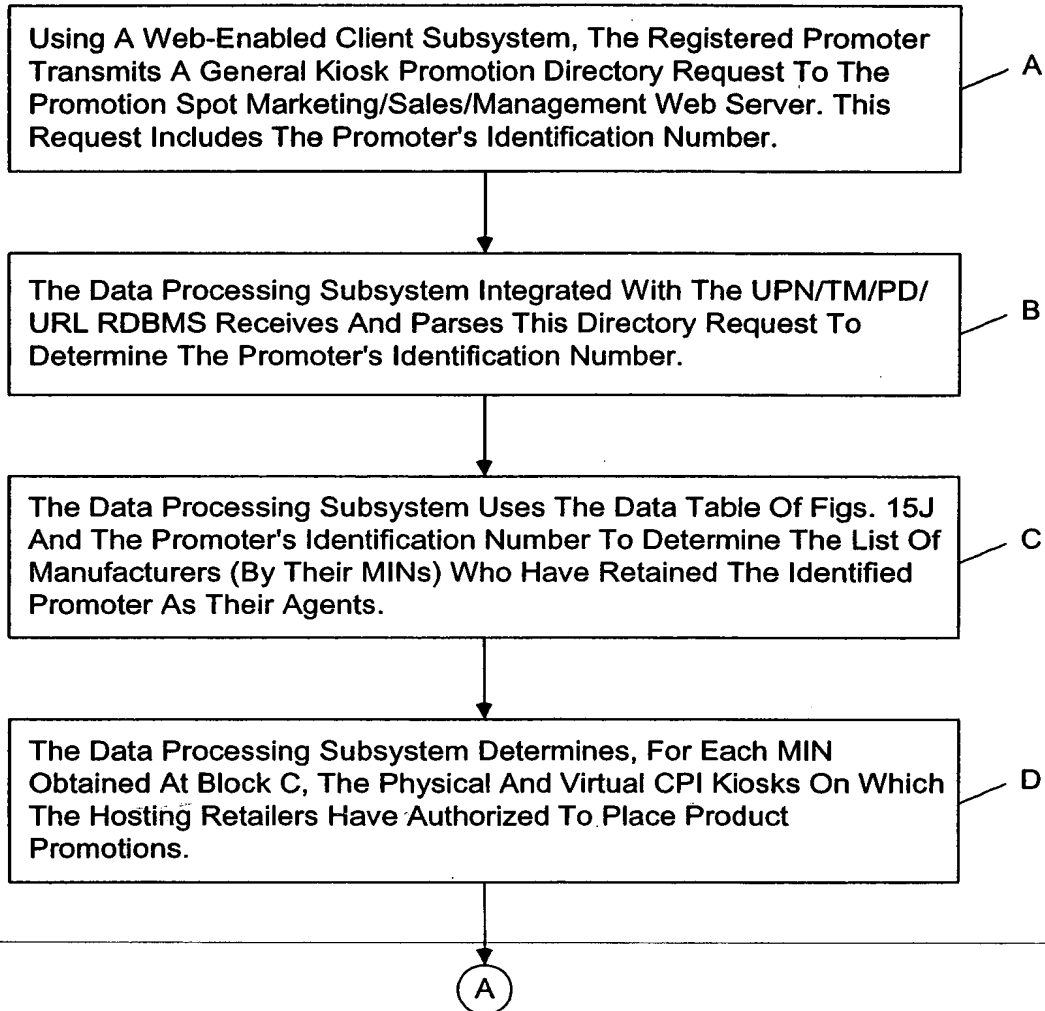


FIG. 38A

168/1046

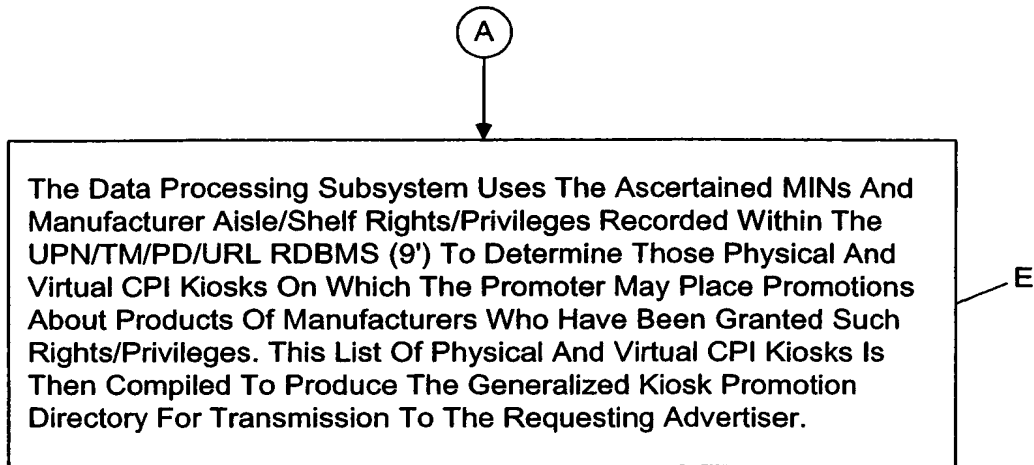


FIG. 38B

169/1046

Data-Processing Method Applied During The Generation Of A  
Kiosk Promotion Directory Identifying A Deployed Network Of  
Physical And Virtual Types Of Retailer-Based CPI Kiosks On  
Which A Particular Promoter Or Promotional Agent Is Authorized  
By Kiosk-Hosting Retailers To Display Product Promotions  
Regarding A Particular Brand Of UPN-Indexed Consumer Product  
In Accordance With The Principles Of The Present Invention

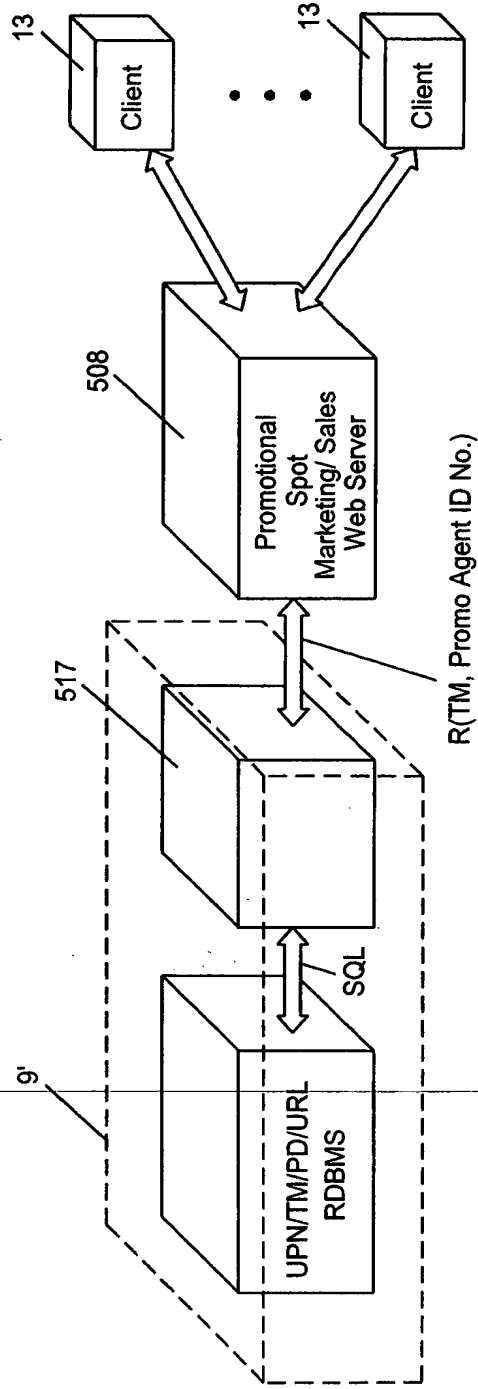


FIG. 39

170/1046

Data Processing Method For Generating A Brand Kiosk  
Promotion Directory Which Includes Only (Physical And  
Virtual) Kiosks On Which The Registered Promoter Is  
Authorized By Retailers To Place Promotion Spot Orders For  
Execution And Display

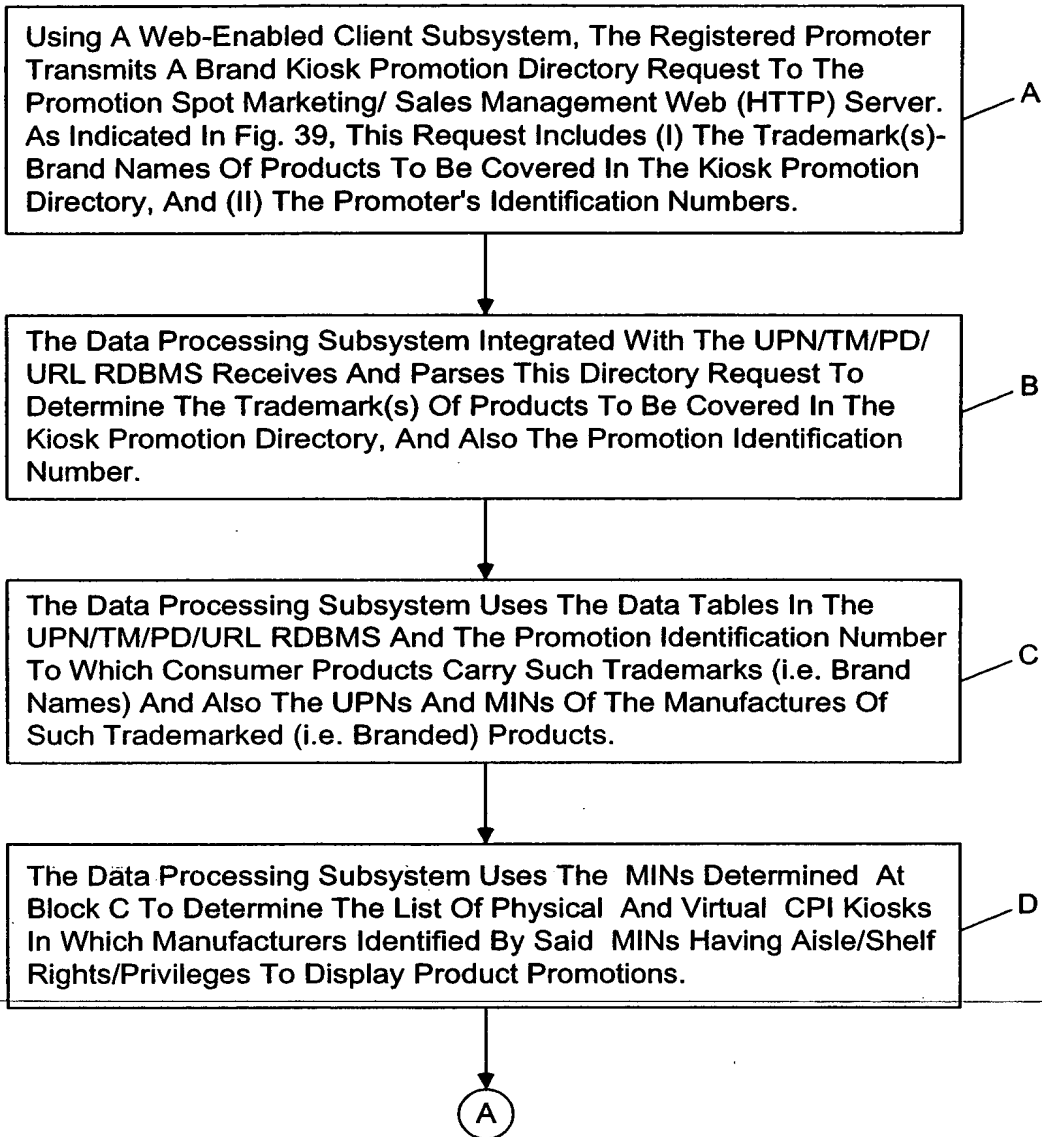


FIG. 40A

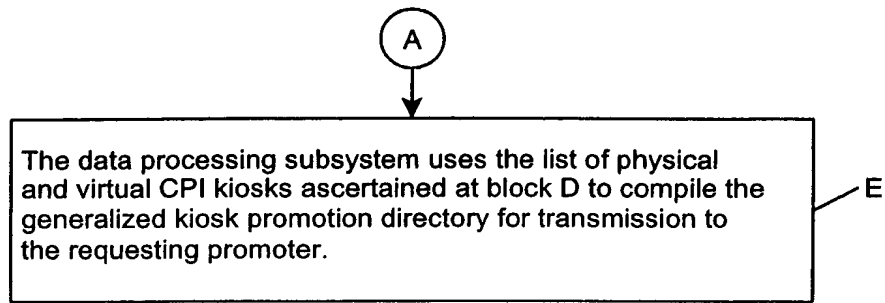


FIG. 40B

## Physical Multi-Mode (CPI) Kiosk

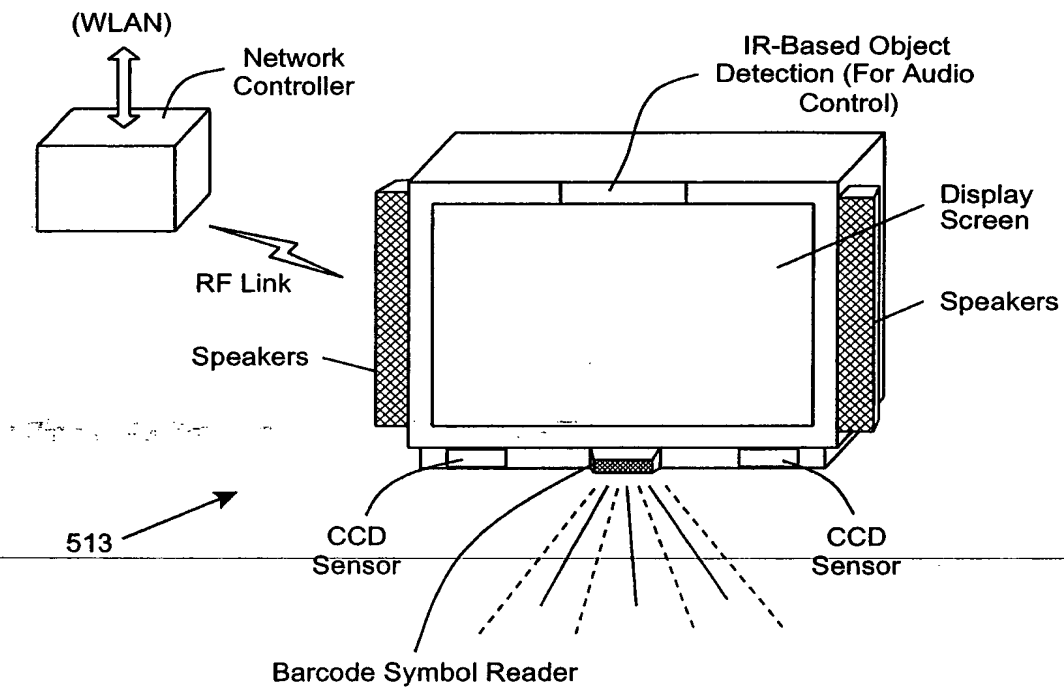


FIG. 41



172/1046

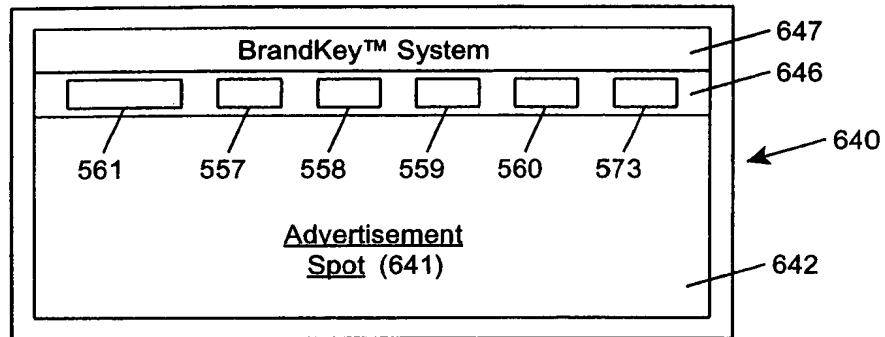


FIG. 42A

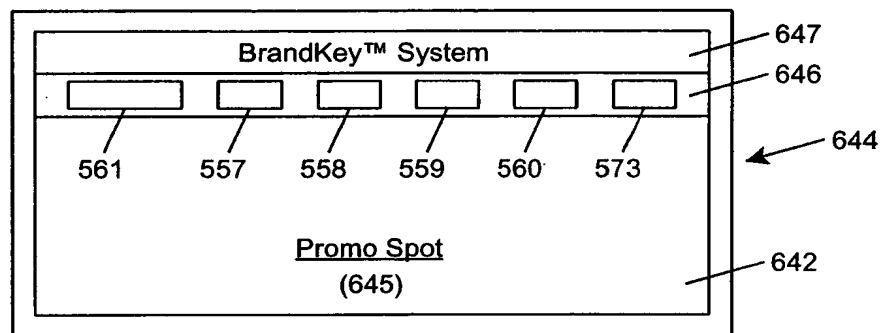


FIG. 42B

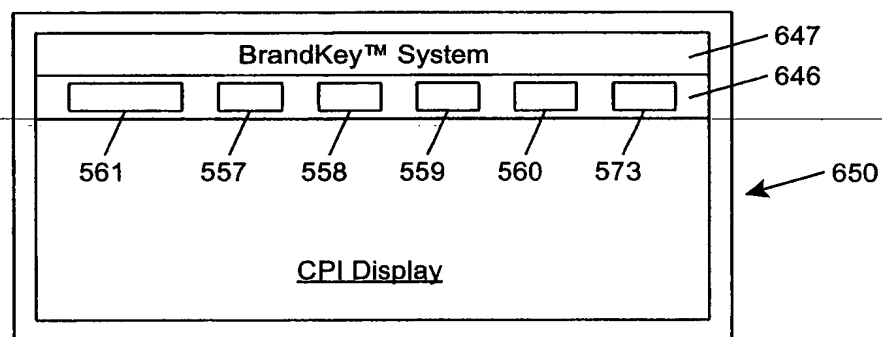


FIG. 42C

173/1046

# The BrandKey™ System Architecture (2')

BrandKey Create™, BrandKey Display™, BrandKey Promote™, BrandKey Request™ Subsystems (501, 502, 503, 504)

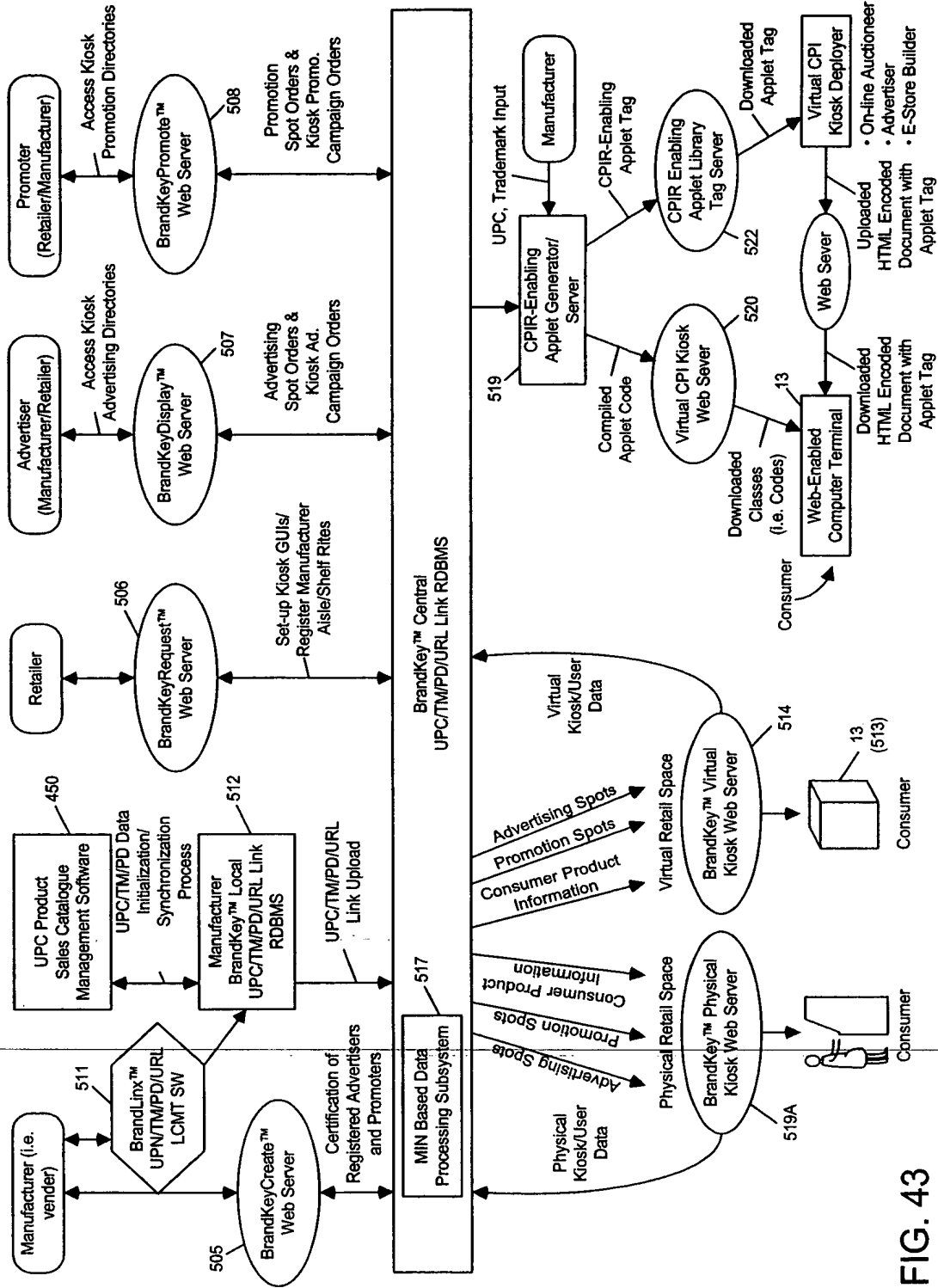


FIG. 43



174/1046

Version 4.3

© 2003 Brandkey Systems Corporation

FIG 44A1

175/ 1046

2

Brandkey  
systems

FIG. 44A2

176/1046

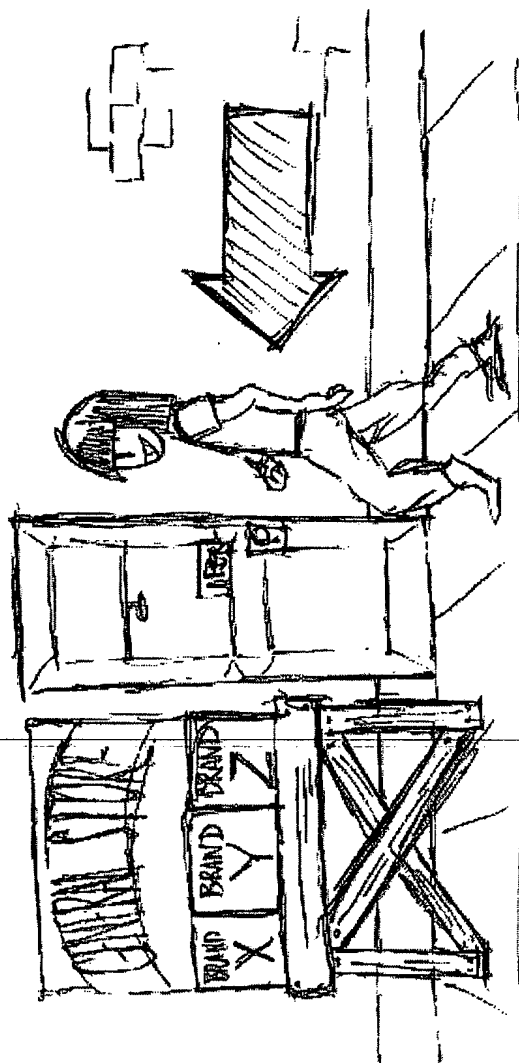
3

The Dilemma in Today's E-Commerce  
Brand Marketing Communications Environment

FIG. 44A3

Every day, consumers search  
for products and services that  
will satisfy their needs and  
desires.

177/ 1046



During the search, they are confronted with decisions about which brand of a products or services they should purchase.

178/1046

5

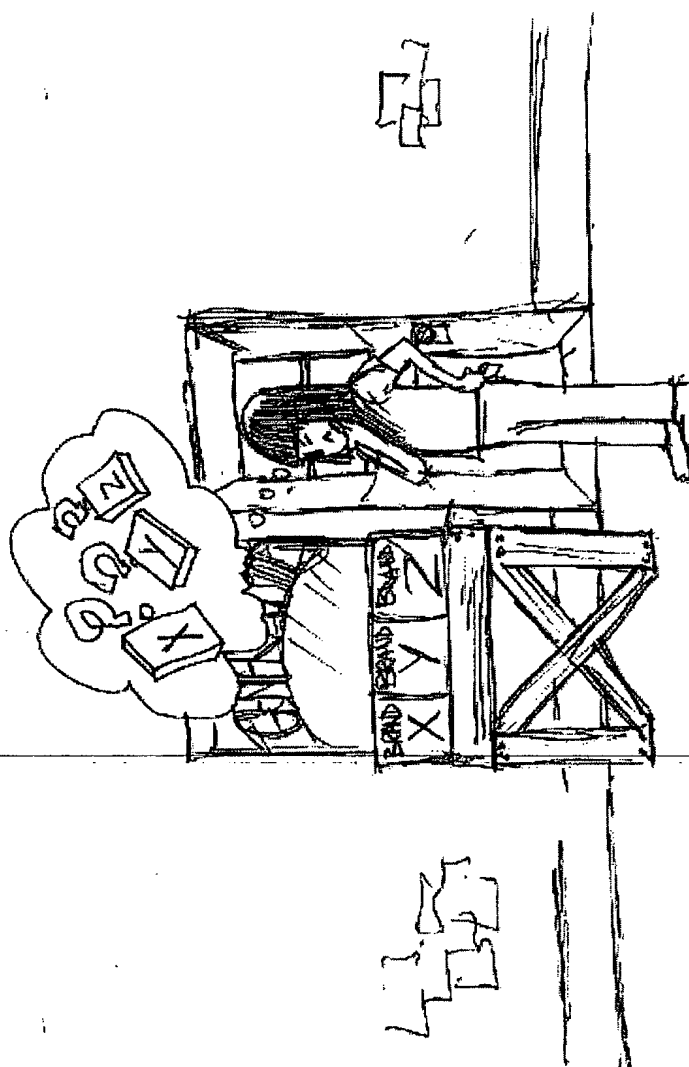
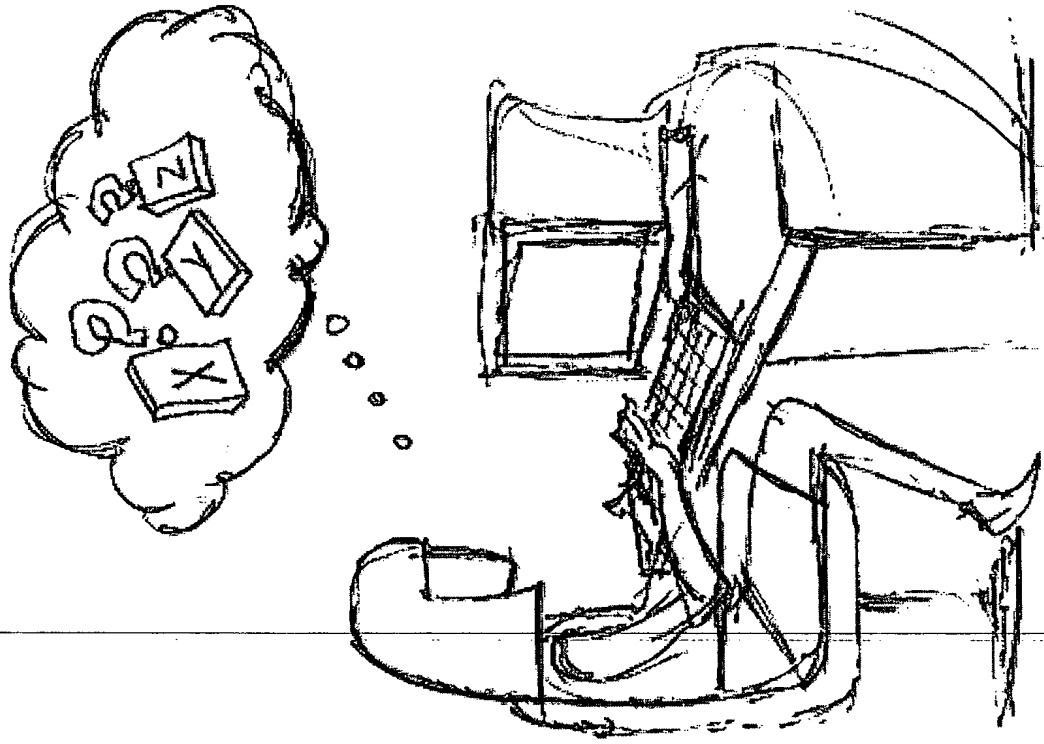


FIG. 44B2



Although shopping online eliminates the need for people to travel from store to store, the Internet hasn't made buying decisions any easier for the consumer.

If anything, it is harder for consumers who don't already know which brand they want to purchase.

One reason is that online, products are not physically available to consumers to experience

Thus creates an increased demand for brand-related information prior to purchase decisions.

179/1046

FIG. 44C1



eCommerce sites typically bombard consumers with every possible brand of a product or service they can purchase.

(insert screen shot of eCommerce site crowded with brands)

But when consumers search for information that will help them sift through all of this information and decide which brand to buy, **useful brand building information is not available.**

180/1040

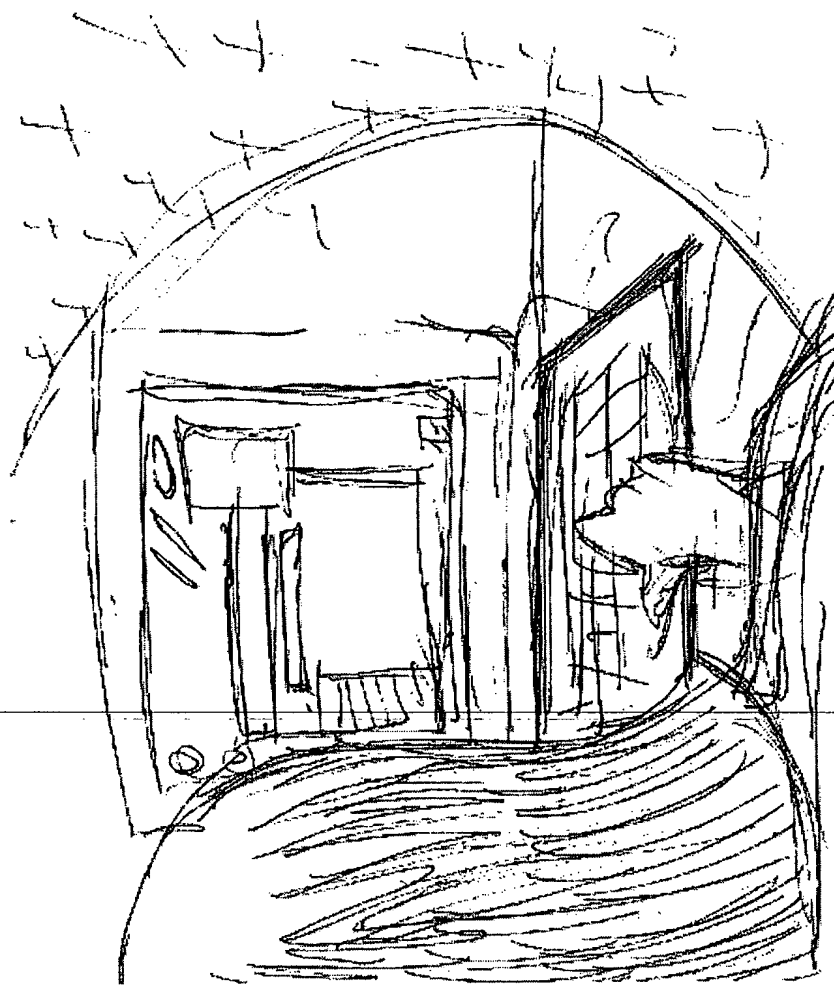


FIG. 44C2

131/1040

8

Brand building information  
intended to inform and entice the  
consumer is often scattered  
throughout the World Wide Web.

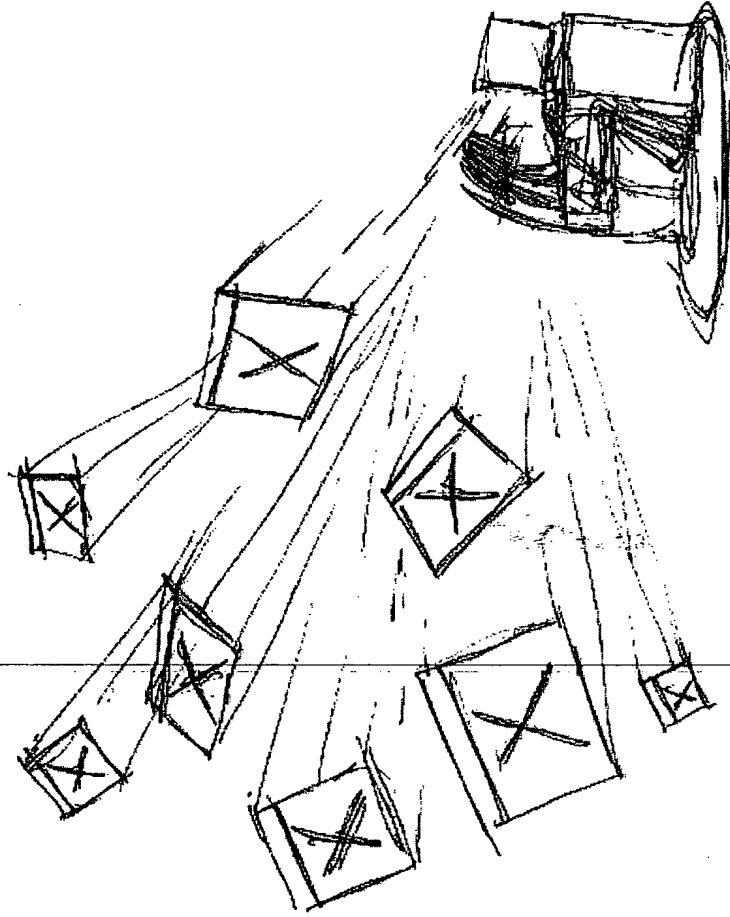
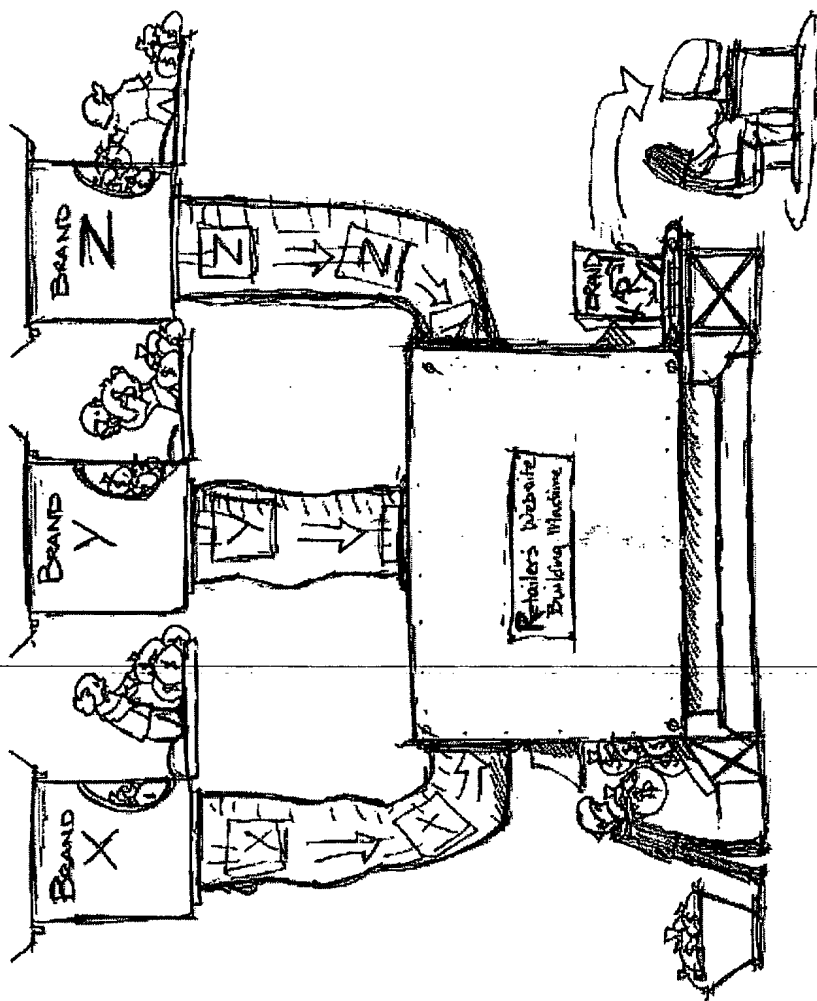


FIG. 44C3

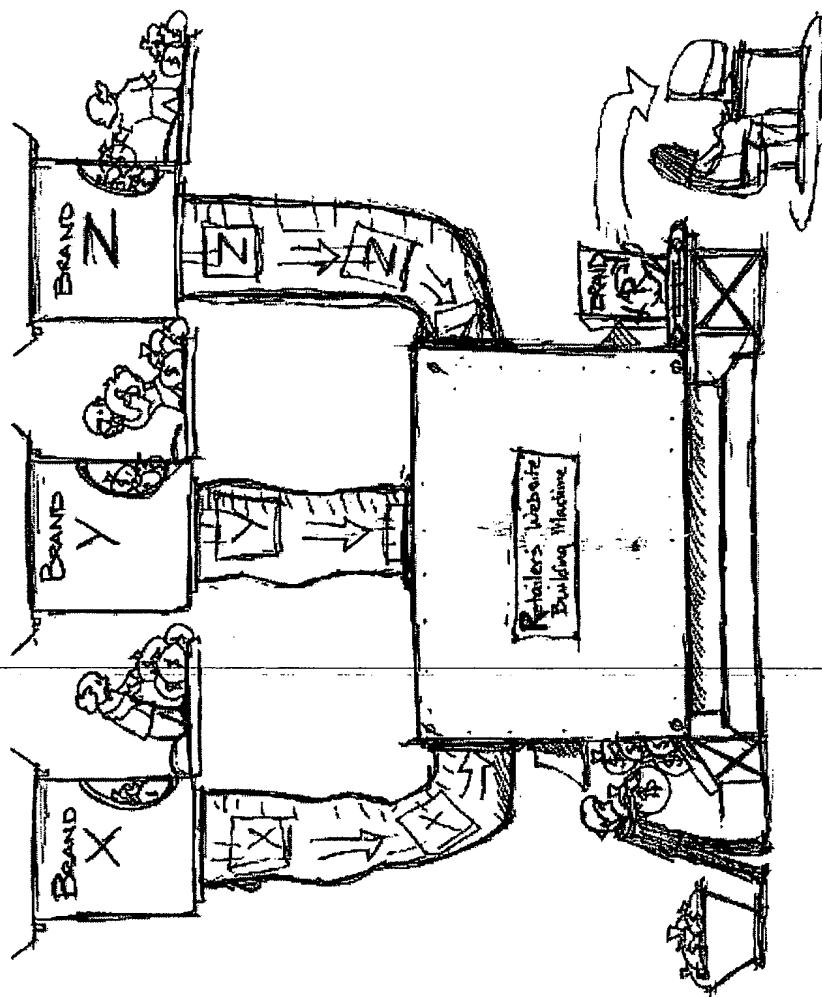


Consumers typically shop for Brands through eCommerce sites rather than directly from the Vendor. These sites usually decide the arrangement and placement of brand information a consumer will encounter on the site.

At best, the consumer gets only product features -- a one-dimensional view of the brand that does little to build an attachment in the mind of the consumer.

182/1046

FIG. 44 D1



With so many brands being funneled through one site in this limited way, not only do brands begin to blur together in the consumer's mind, but the brands compete with the e-tailer's own brand image as well.

103/1046

FIG. 44D2

184/1046

When the consumer is trying to make a buying decision, valuable brand building information is unavailable at strategic places such as the Checkout Process.

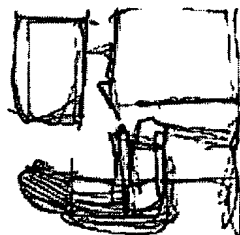
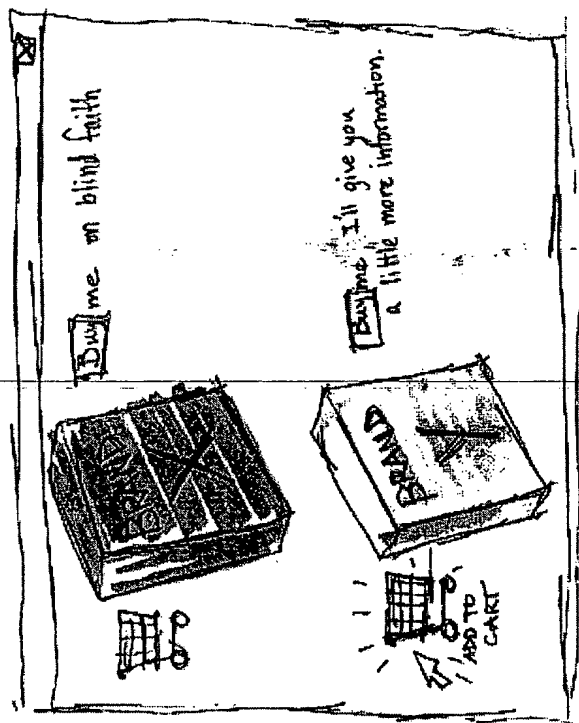


FIG. 44D3

Too often, this lack of valuable brand building information leads to abandoned shopping carts while consumers wander the Internet search for the decision-making brand information.

185/1046

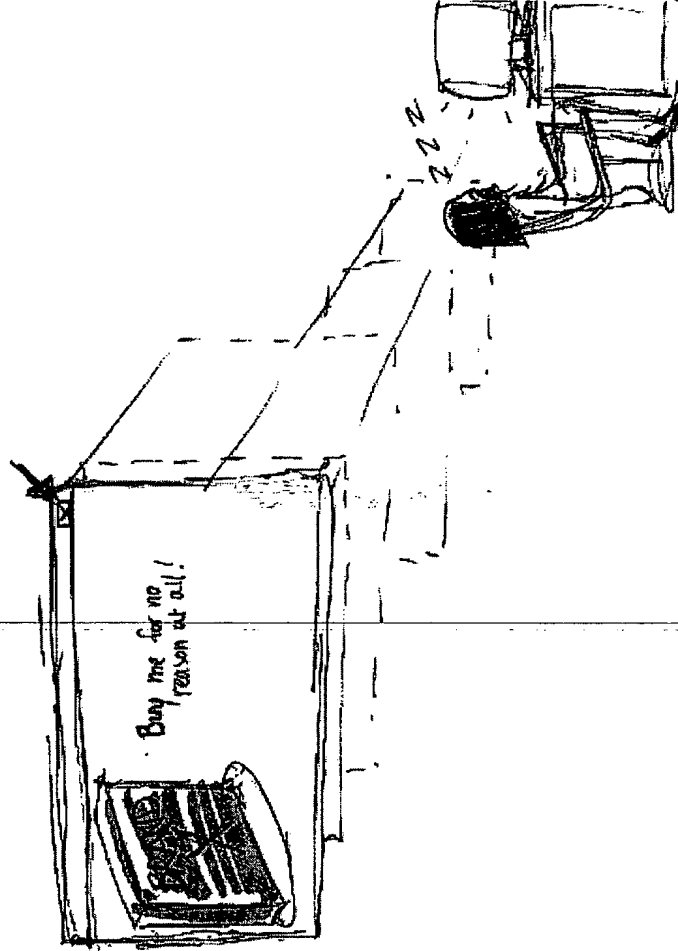


FIG. 44 D4

Consumers may even find a brand's own Website difficult to navigate when they need to quickly locate promotional and other desired **information**.

186,104C

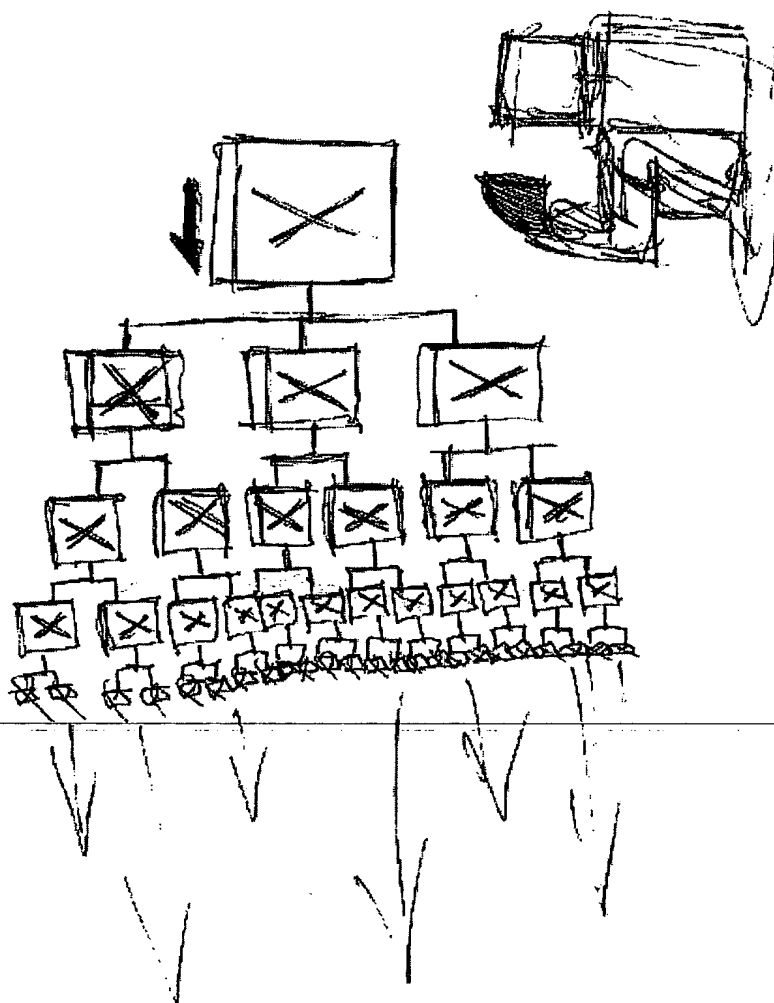


FIG. 44D5

The current methods which brand managers use to communicate **brand building** information on the Web are also not reaching the consumer.



107/1046



Brand managers currently  
use banner and pop-up ads  
and promos. These rarely  
succeed in building accurate  
brand images in the minds of  
consumers ...

188/1046

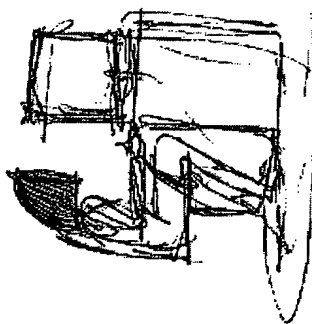
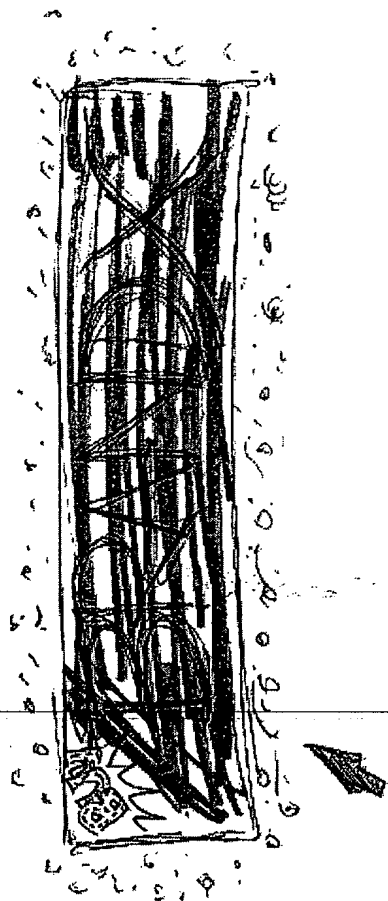
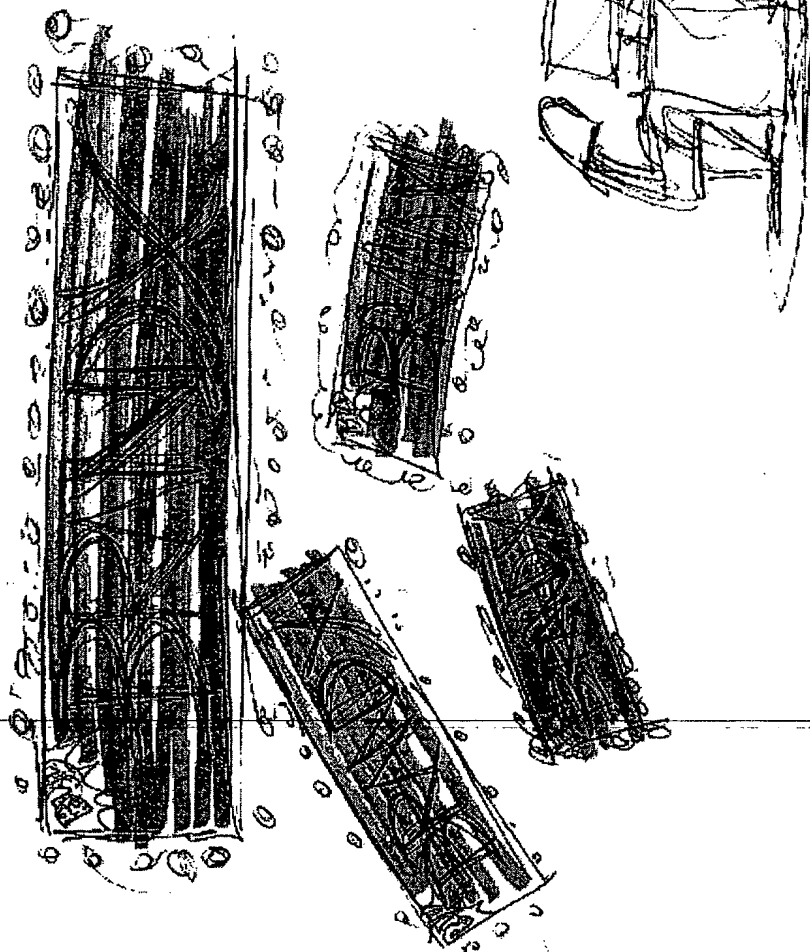


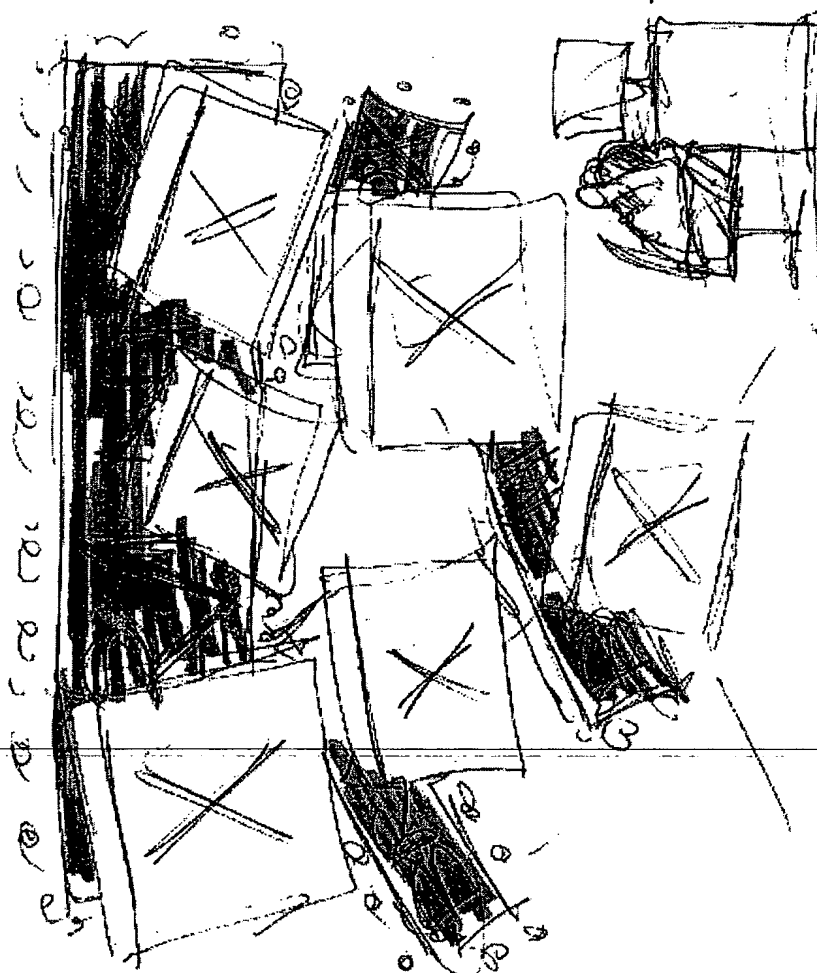
FIG. 44E2



Brand managers currently  
favor banner and pop-up ads  
and promos. These ads  
rarely succeed in building  
accurate brand images in  
the minds of consumers, or  
foster purchase intent ...

189/10A6

FIG. 44E3



...because they create a war-  
like atmosphere on the  
consumer's desktop with Brand  
Managers and Advertising and  
Promotional Agents all battling  
for the consumer's attention and  
valuable screen space.

190/1040

FIG. 44E4

191/1046

The battle has intensified recently after ads and promos began using technology that makes it harder for consumer to turn them off.

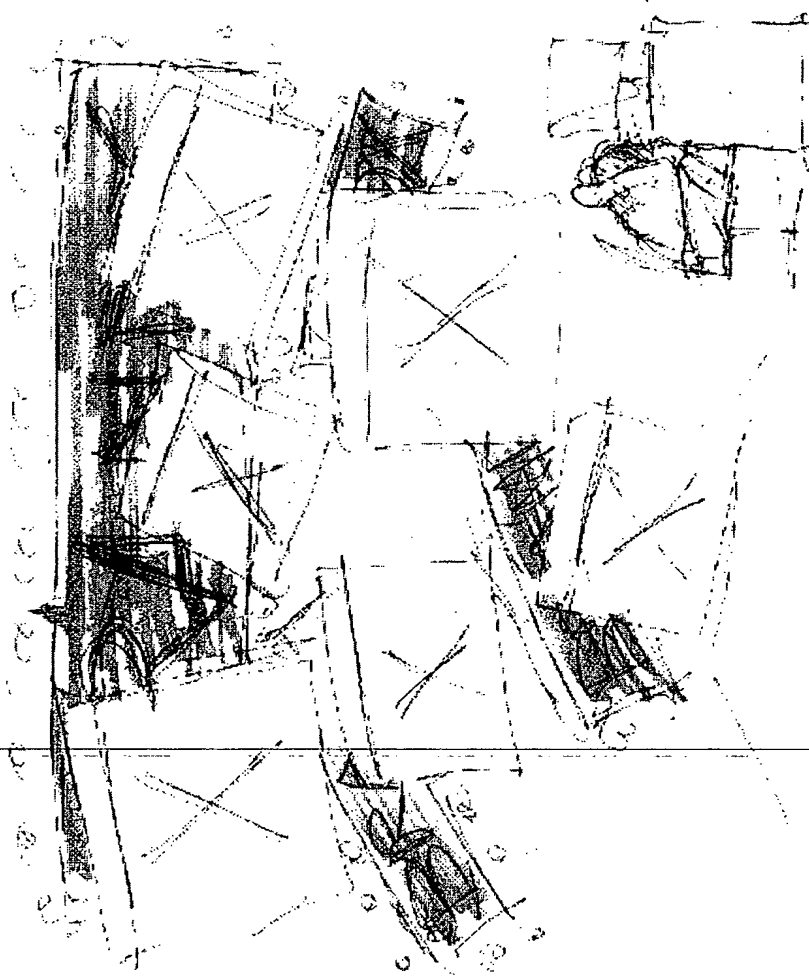


FIG. 44E5

These online ads and promos  
have alienated consumers  
from the brands they  
represent, and from the entire  
Internet experience.

(Stats/ study referenced here)

192/1046

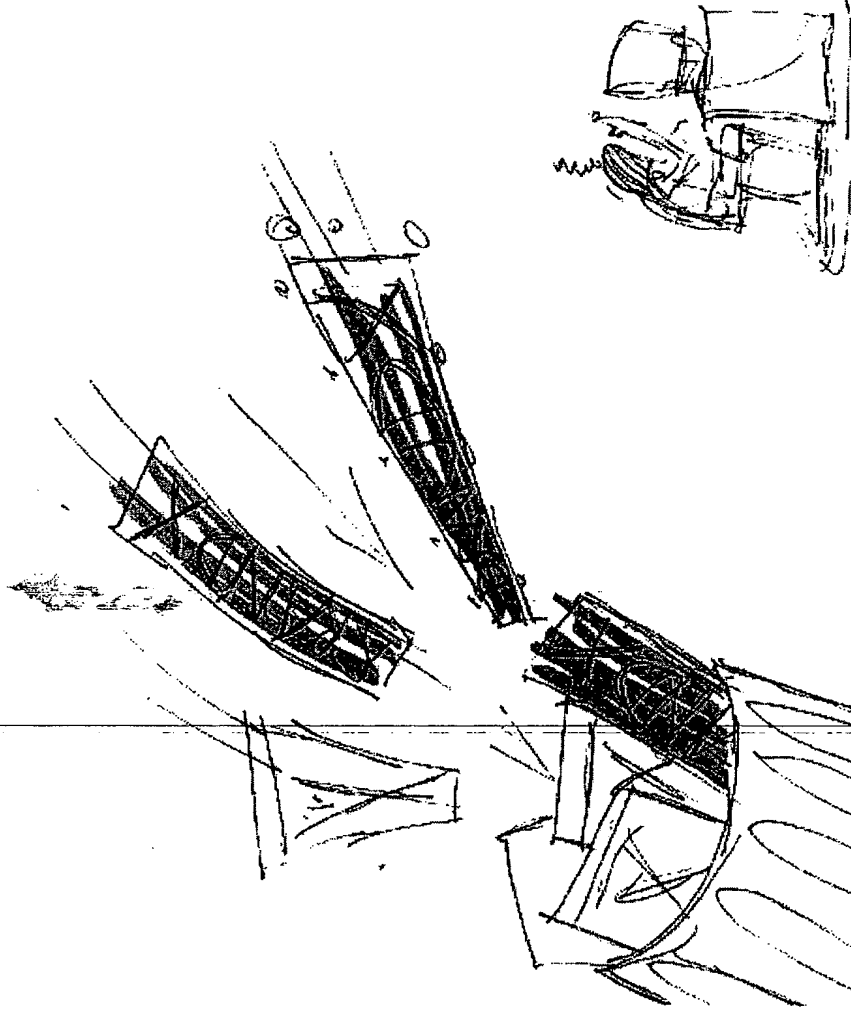


FIG. 44E6

193/1046

Ultimately, consumers fail to form the brand image intended by the brand management team.

Sometimes, consumers may even form radically different impressions of the brand in their minds.

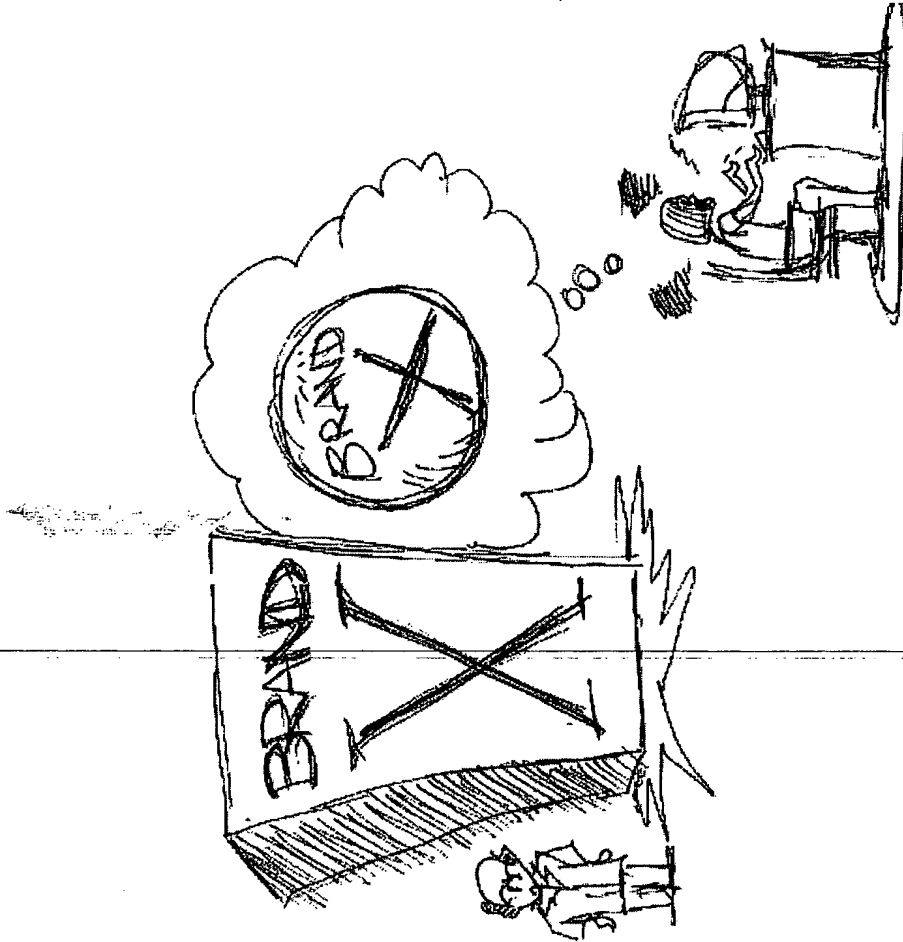


FIG. 44E7

And when a brand's image deteriorates in the mind of the consumer, it can lead to reduced levels of customer patronage and retention and have consequences throughout the supply chain.

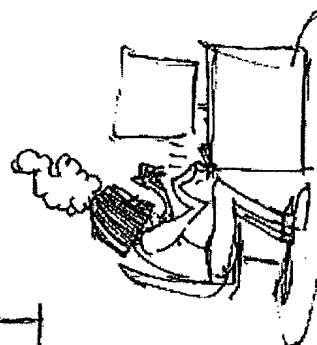
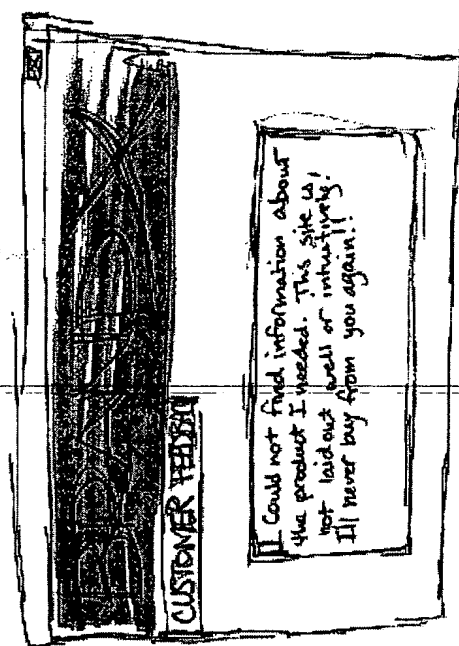


FIG. 44F1

Premium prices  
cannot be charged  
for brands that do  
not create strong  
consumer value.

195/1046

22

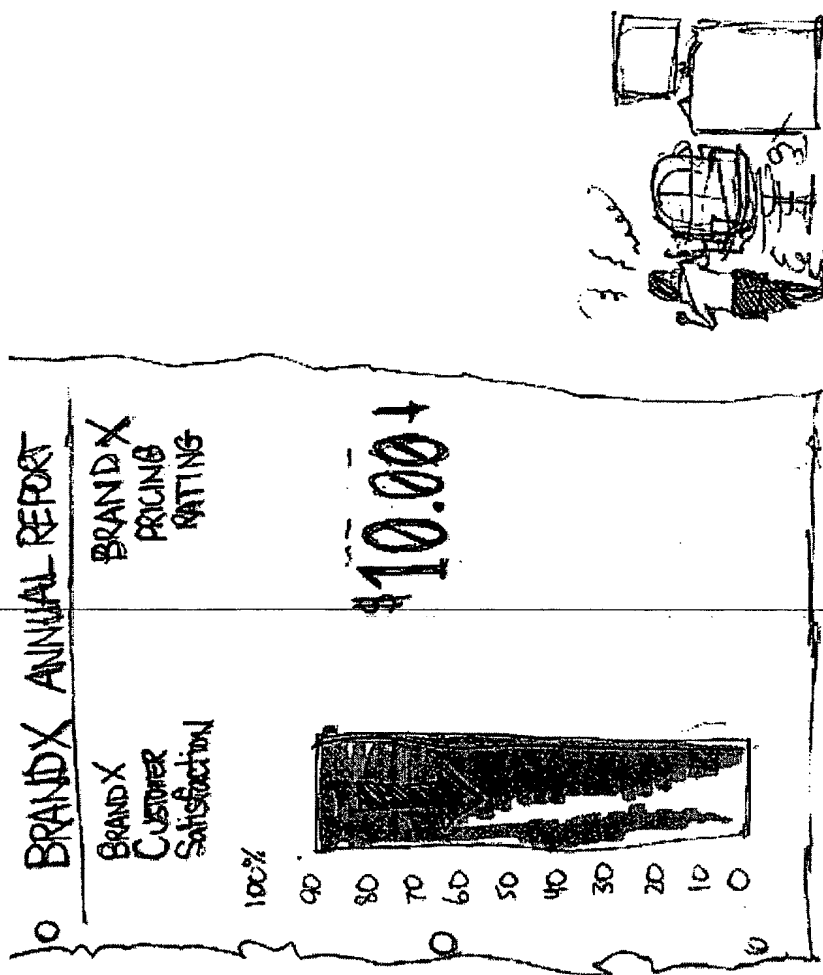


FIG. 44F2



Distribution and trading partners are less likely to promote brands which have weakened in the marketplace.

196/1046

23

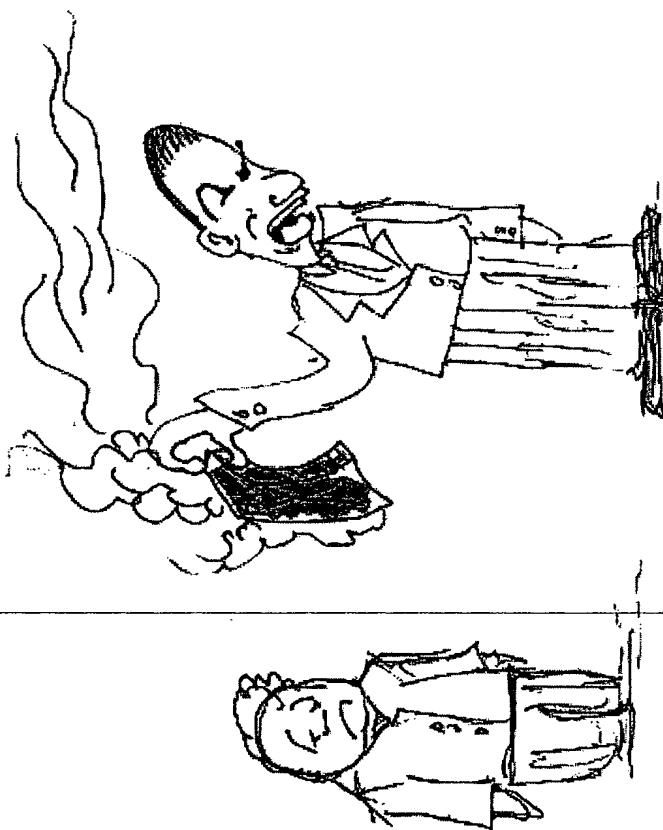
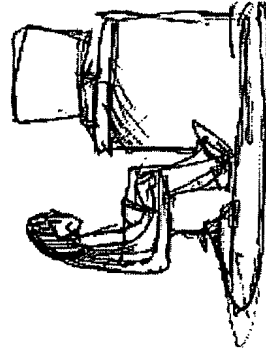
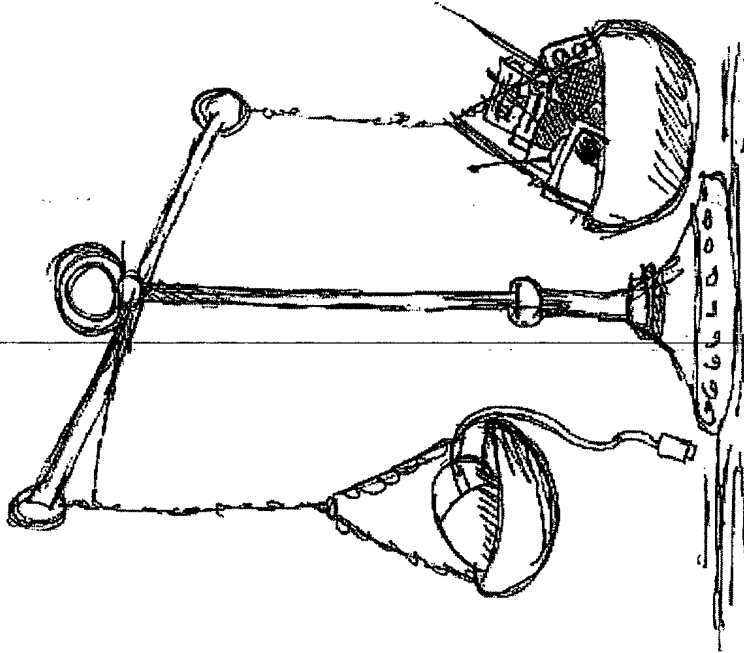


FIG. 44F3

197/1046

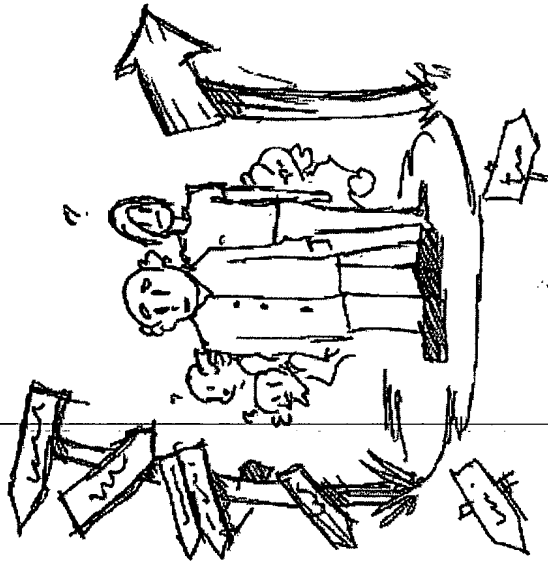
The burden of brand marketing communications remains with traditional media tools such as television, radio, and print...

... and brand managers do not leverage the tremendous potential of the Internet to interact with consumers and build their brands and thus their businesses.



Despite so many frustrating  
and annoying online  
shopping experiences,  
consumers still want to shop  
online. (stat/study reference)

But they want changes in the e-  
commerce marketplace.



198/1040

FIG. 44 G1

If brand managers hope to attract new customers and build stronger brands online, they need to communicate differently with consumers online, and lead the industry in a new direction.

199/1046

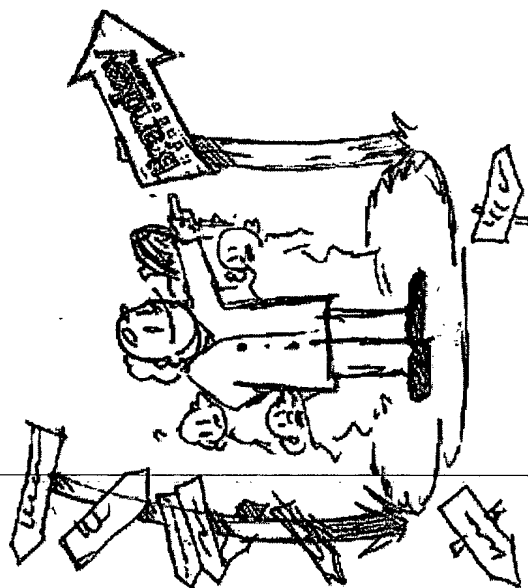


FIG. 44G2

200/1046

Brand managers need a new,  
far more efficient and effective  
way of delivering their brand  
building information to the  
consumer.

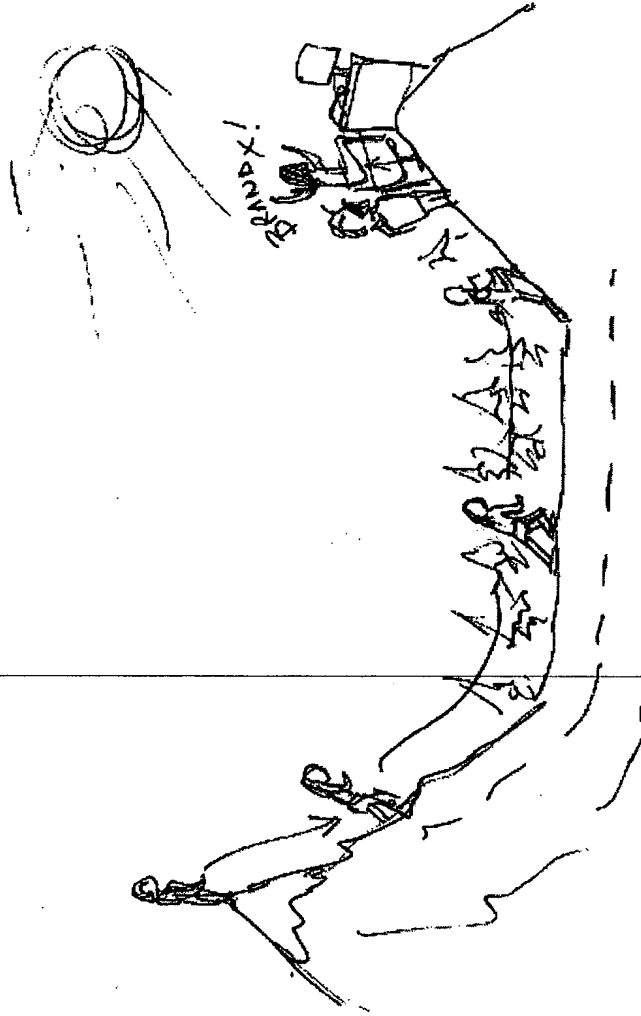


FIG. 4493

201/ 1046

28

The Brandkey™ Solution

FIG. 44HI

Brandkey  
systems

Brandkey Systems™ has  
developed a revolutionary  
Internet-based Network which  
solves the online communication  
problems experienced by brand  
marketing leaders.

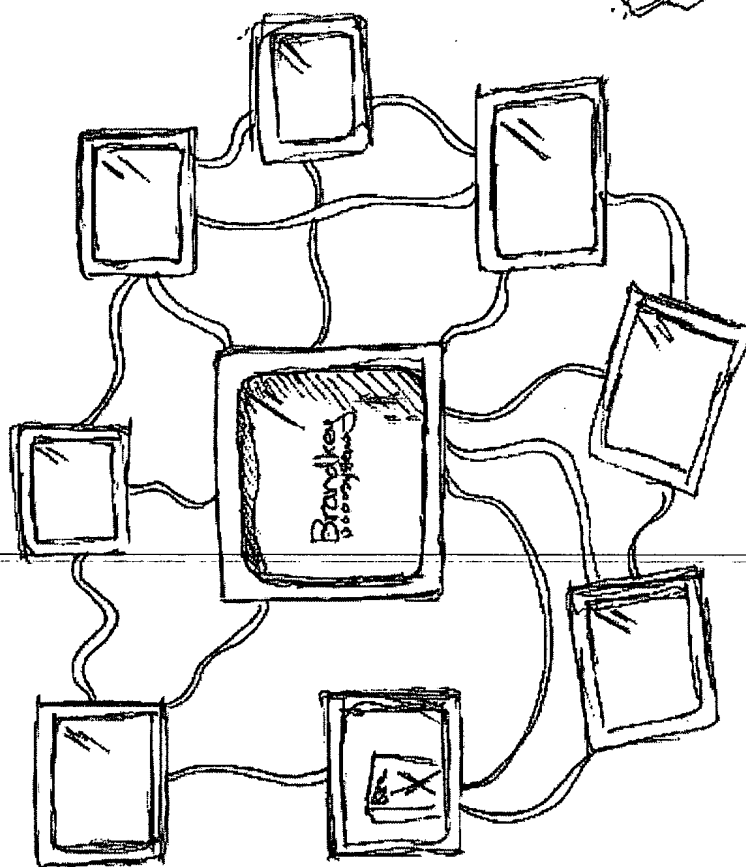
202/1046

FIG. 44 HZ

203/1046

FIG. 44 H3





Brand Management Teams  
communicate brand information and  
messages directly to the consumer  
through Brandkey's Multi-Mode "Virtual  
Kiosks" ...

... that consumers can access whenever  
- and wherever - they happen to be on  
the Web.

204/1046

FIG. 44I1

205/1040

Brandkey Systems™  
Multi-Mode Virtual Kiosks  
allow brand managers to  
quickly communicate a  
multi-dimensional  
picture of a brand to the  
consumer through three  
programmable display  
modes:

- (1) Advertising Display  
Mode
- (2) Promotional Display  
Mode
- (3) Brand information  
Network Display Mode

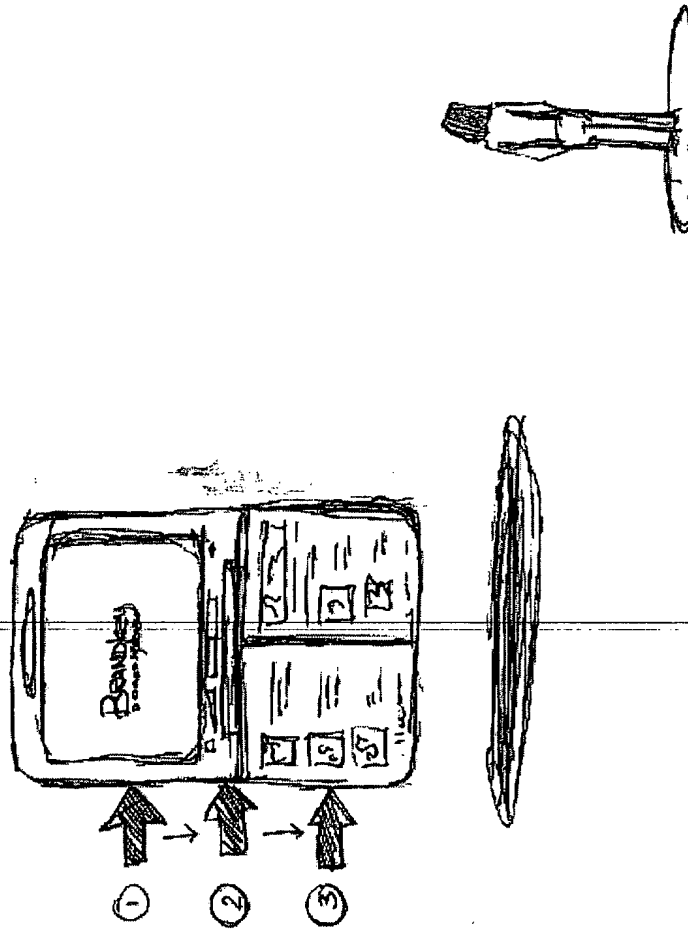
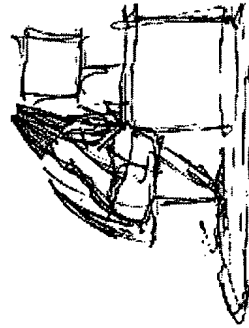
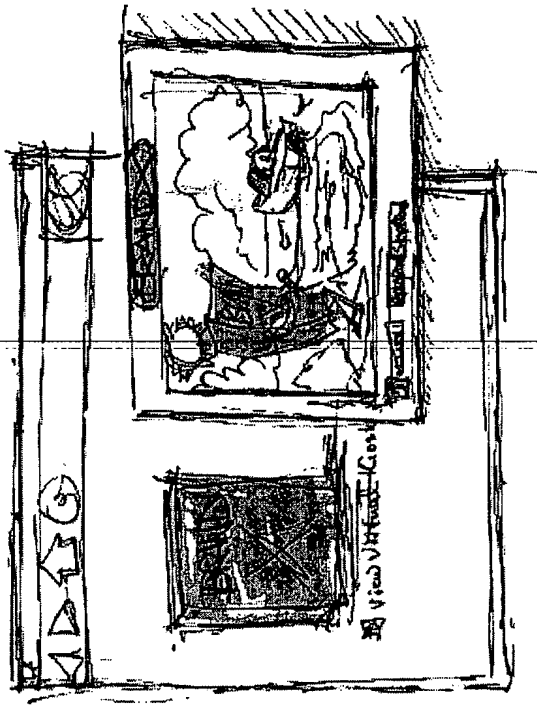


FIG. 44I2



During the Advertisement Display Mode, the Virtual Kiosk displays advertising spots programmed by the brand management team or their agents to build brand awareness.

206/1046

FIG. 44 I 3



In the Promotional Display Mode, the Virtual Kiosk displays promo spots programmed by Brand Management Team and their agents to foster consumer purchase intent.



FIG. 44I4

207/1046

In the final Brand Information Network Display Mode, the Virtual Kiosk displays a menu of brand-building information resource links which is designed to develop rich message associations that build the consumer's image of the brand that is consistent with brand marketing objectives

2009/1046

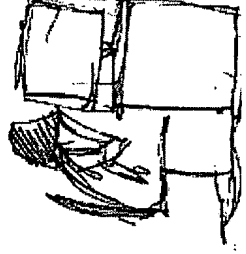
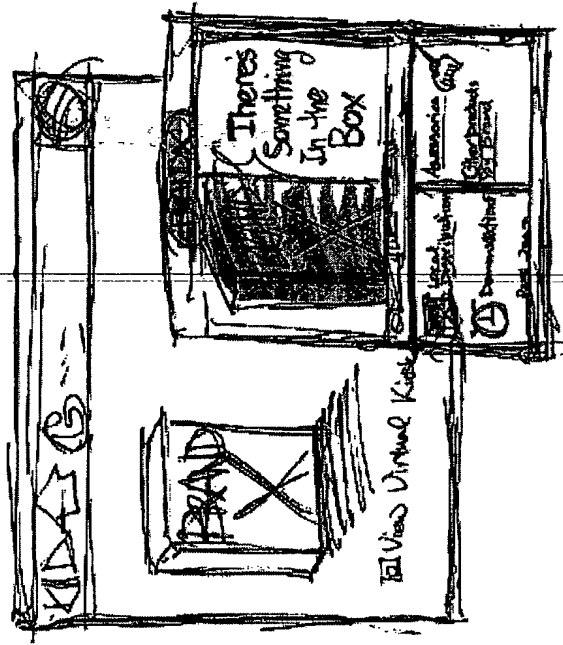


FIG 44I5

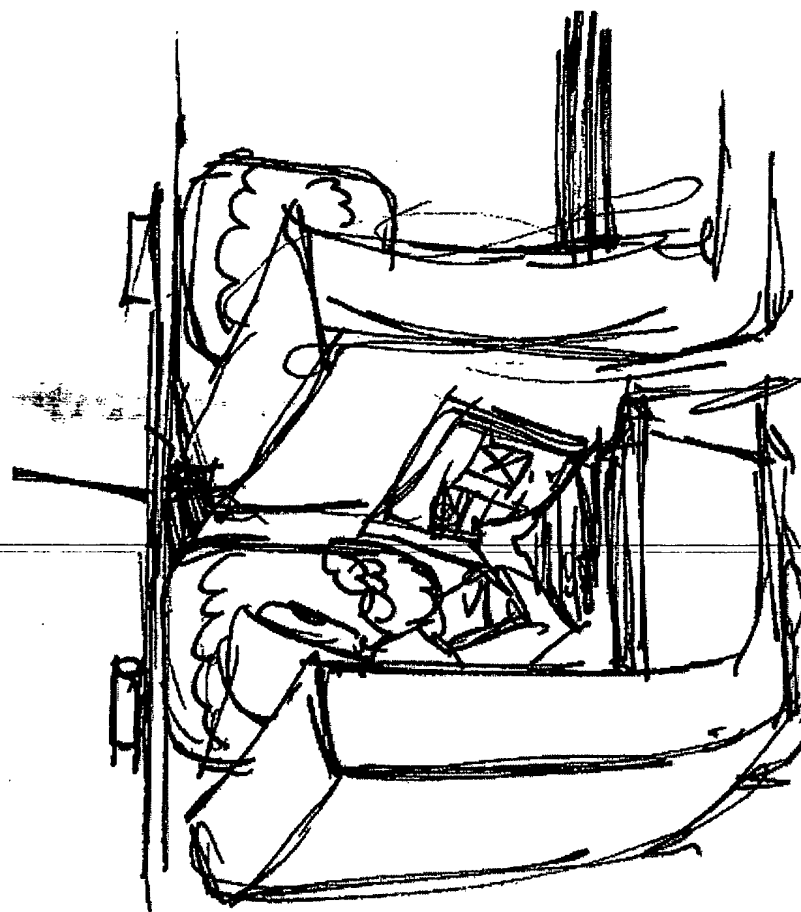
Consumers can access Brandkey  
Systems Multi-Mode Virtual  
Kiosks through:

- 1) **Desktop Computers**
- 2) WiFi-enabled Portable  
Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones



FIG. 44J1

209/1046

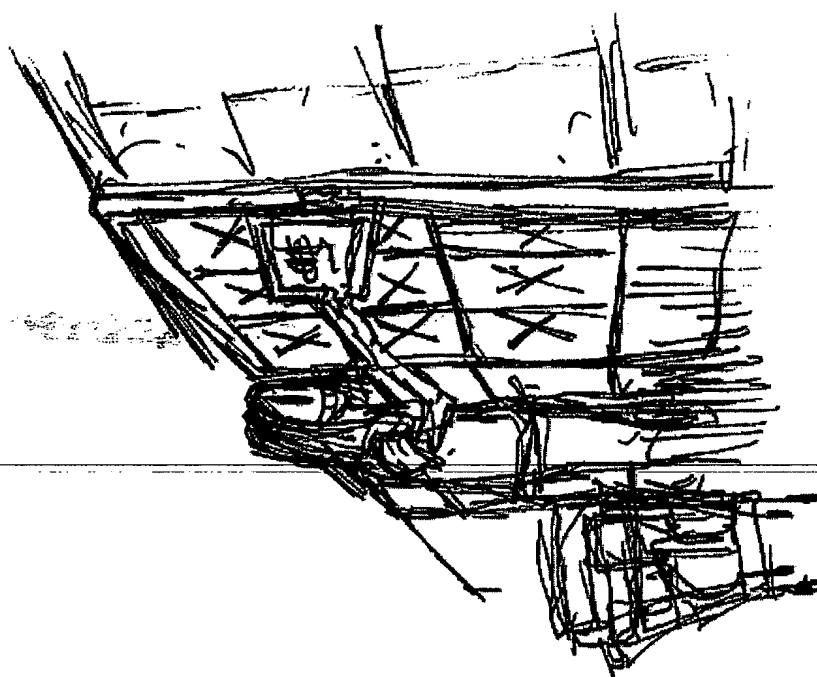


Consumers can access Brandkey  
Systems Multi-Mode Virtual  
Kiosks through:

- 1) Desktop Computers
- 2) **WiFi-enabled Portable  
Devices**
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

210/1046

FIG. 44J2



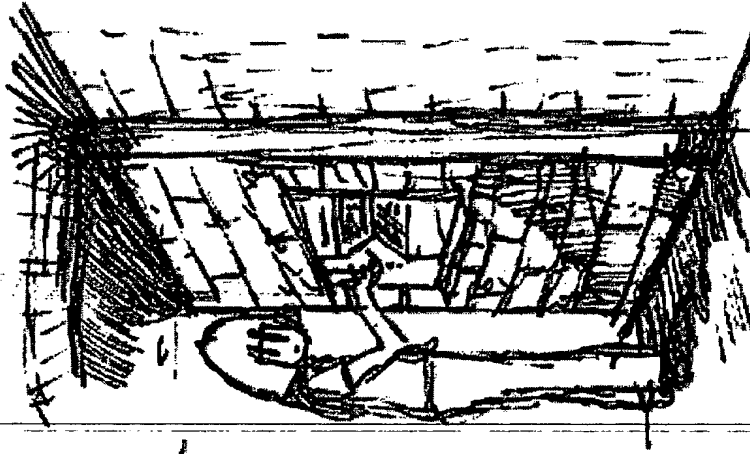
Consumers can access Brandkey  
Systems Multi-Mode Virtual  
Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable  
Devices
- 3) A retail store's physical  
kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

211/1046

FIG. 44J3





Consumers can access Brandkey  
Systems Multi-Mode Virtual  
Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable  
Devices
- 3) Physical Retail Kiosks
- 4) **ATMs**
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

212/1046

FIG. 44J4

213/1046

Consumers can access Brandkey Systems  
Multi-Mode Virtual Kiosks through :

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones

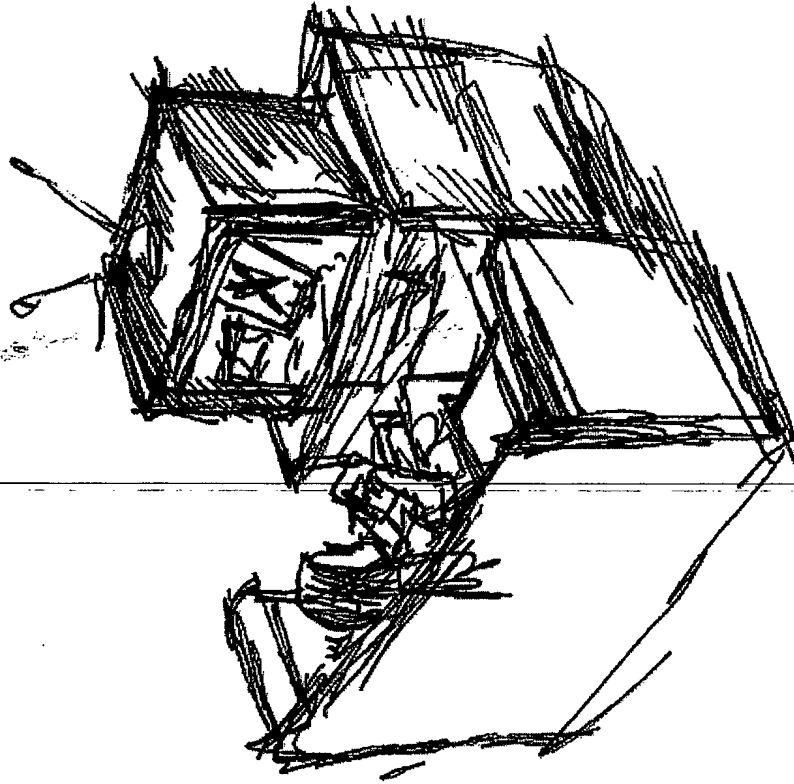


FIG. 44J5

214/1046

Consumers can access Brandkey Systems  
Multi-Mode Virtual Kiosks through:

- 1) Desktop Computers
- 2) WiFi-enabled Portable Devices
- 3) Physical Retail Kiosks
- 4) ATMs
- 5) Interactive Television Sets
- 6) PDAs and Cell Phones



215/1046

42

At each of these Consumer  
Touchpoints, Brand  
Management Teams have the  
option of delivering their  
Brands' Multi-Mode Virtual  
Kiosks through a number of  
different Launch  
Environments....

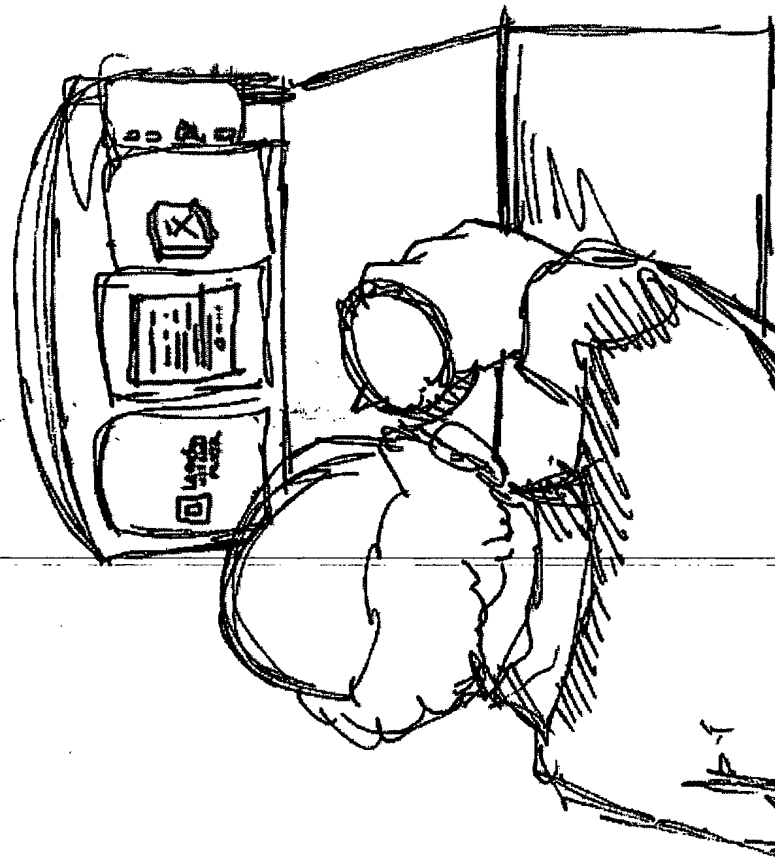


FIG. 44K

214/1046

Such Launch Environments  
include:

- 1) **Brandkey Systems™  
Virtual Kiosk Launch  
Buttons**
- 2) **HTML-Encoded Documents**
- 3) **HTML-Encoded Images**
- 4) **HTML-Encoded Desktop  
Icons**

These allow Brand  
Management Teams to  
extend their brand's reach  
to a wider range of access  
points on the Web.

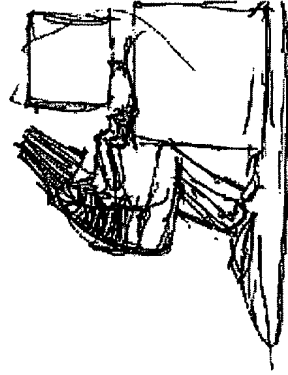
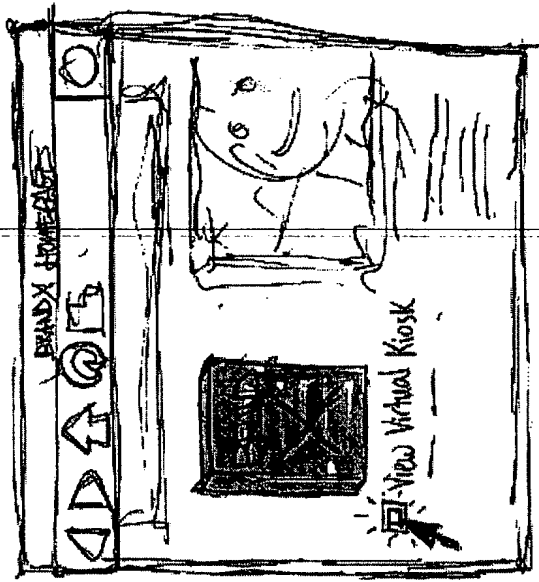
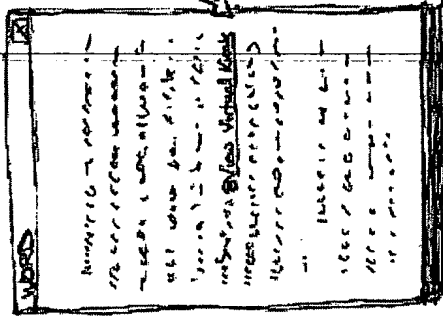


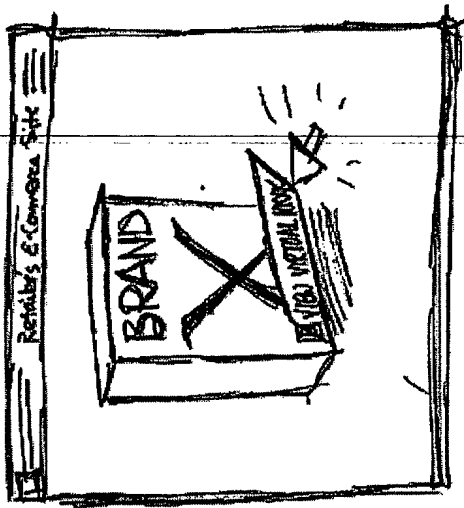
FIG. 44K2



217/1046

- Such Launch Environments include:
- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
  - 2) HTML-Encoded Documents
  - 3) HTML-Encoded Images
  - 4) HTML-Encoded Desktop Icons
- These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.

FIG. 44K3



- Such Launch Environments include:
- 1) Brandkey Systems™ Virtual Kiosk Launch Buttons
  - 2) HTML-Encoded Documents
  - 3) **HTML-Encoded Images**
  - 4) HTML-Encoded Desktop Icons
- These allow Brand Management Teams to reach a broad range of Consumer markets over the Internet.

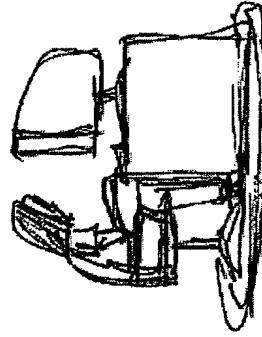
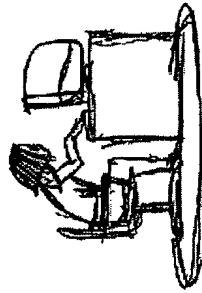
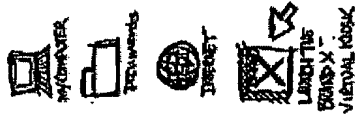


FIG. 44K4

218/1046



Such Launch Environments  
include:

- 1) Brandkey Systems™ Virtual  
Kiosk Launch Buttons
- 2) HTML-Encoded Documents
- 3) HTML-Encoded Images
- 4) **HTML-Encoded Desktop  
Icons**

These allow Brand  
Management Teams to  
reach a broad range of  
Consumer markets over the  
Internet.

219/1046

FIG. 44K5



The Brandkey  
Systems Network  
enables brand  
management teams of  
any size and  
arrangement to rise  
above the clutter in the  
Internet marketplace....

220/1046

47

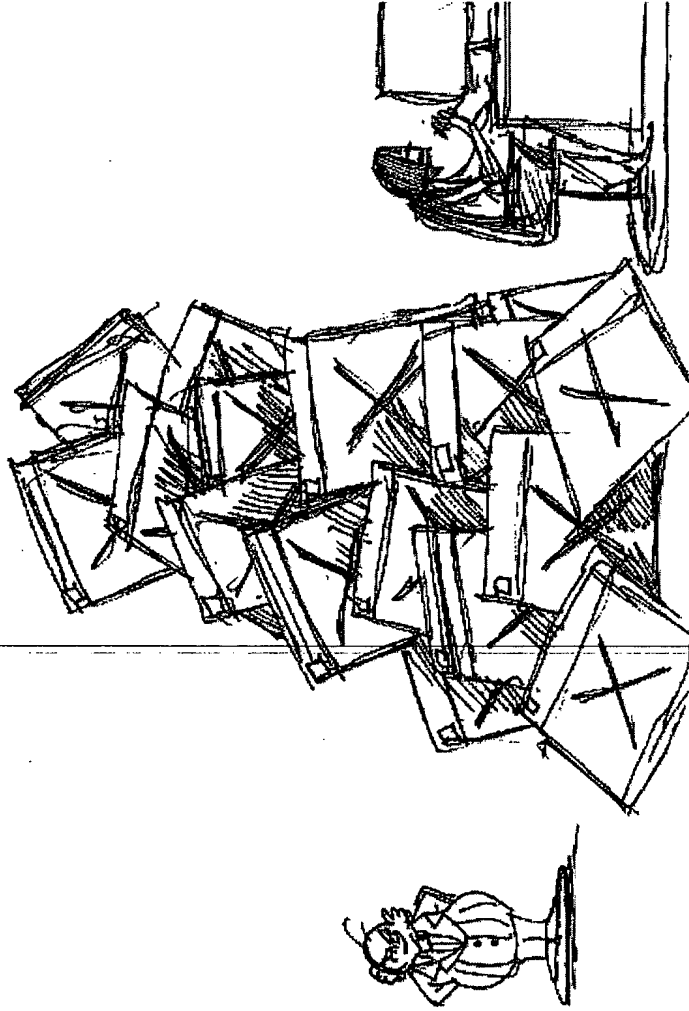


FIG. 44L1

The Brandkey Systems  
Network enables brand  
management teams of  
any size and  
arrangement to rise  
above the clutter in  
the Internet  
marketplace....

221/ 1046

48

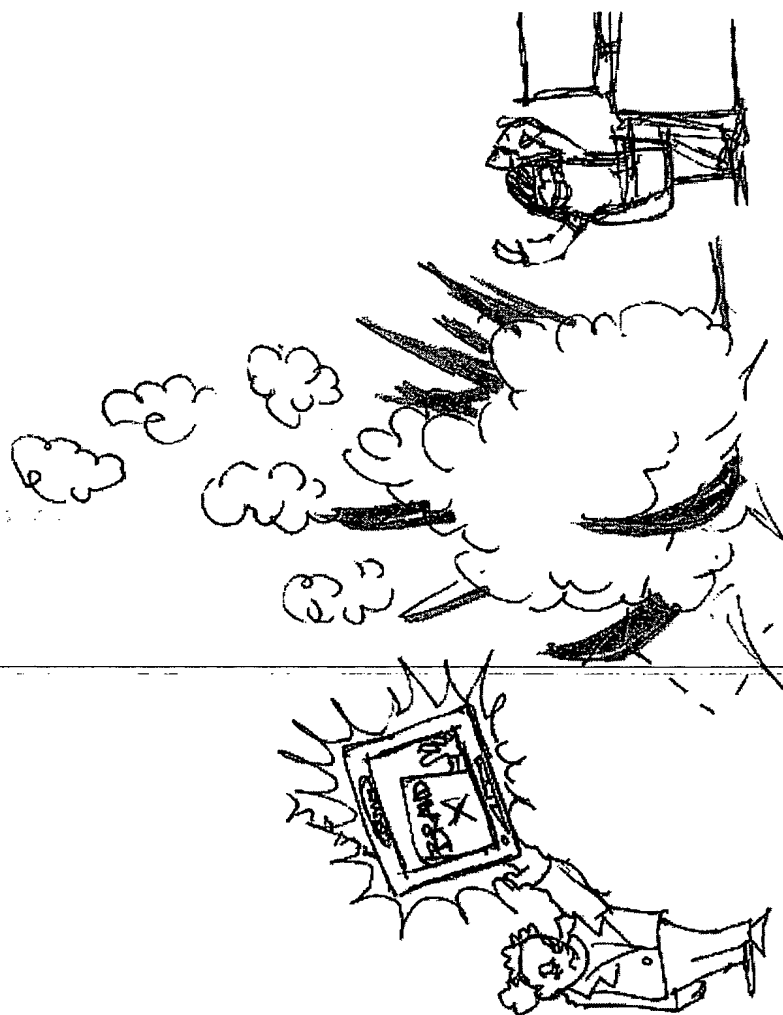
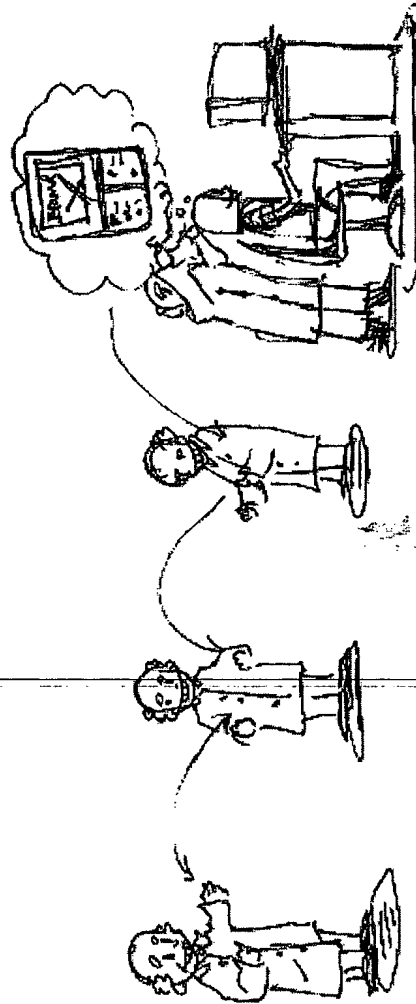


FIG. 4422

...and communicate the  
essence and character of their  
brands directly to the consumer.

222/1046



In seconds, consumers can  
obtain a multi-dimensional  
experience of a branded  
product or service...  
without the influence of other  
brands.

223/1046

50

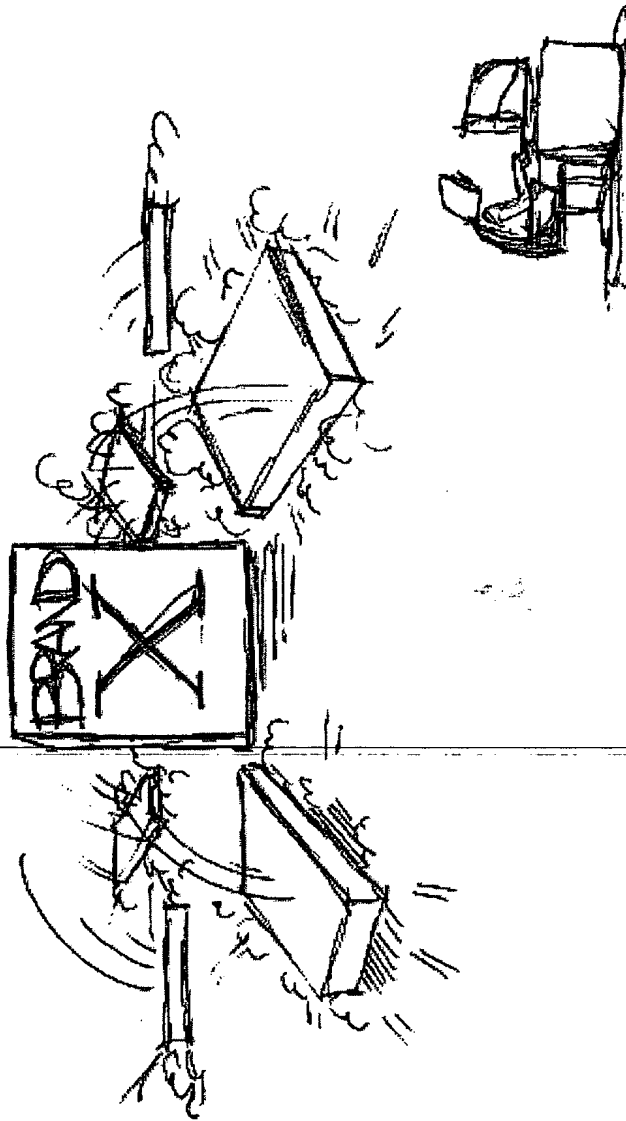


FIG. 444L4

With Brandkey Systems Multi-  
Mode Virtual Kiosks so simple  
and easy to access, consumers  
can be more effectively educated  
about brands than ever before  
online and gain a full experience  
of a brand...

... so that they develop strong  
preferences for them.

22A/1046

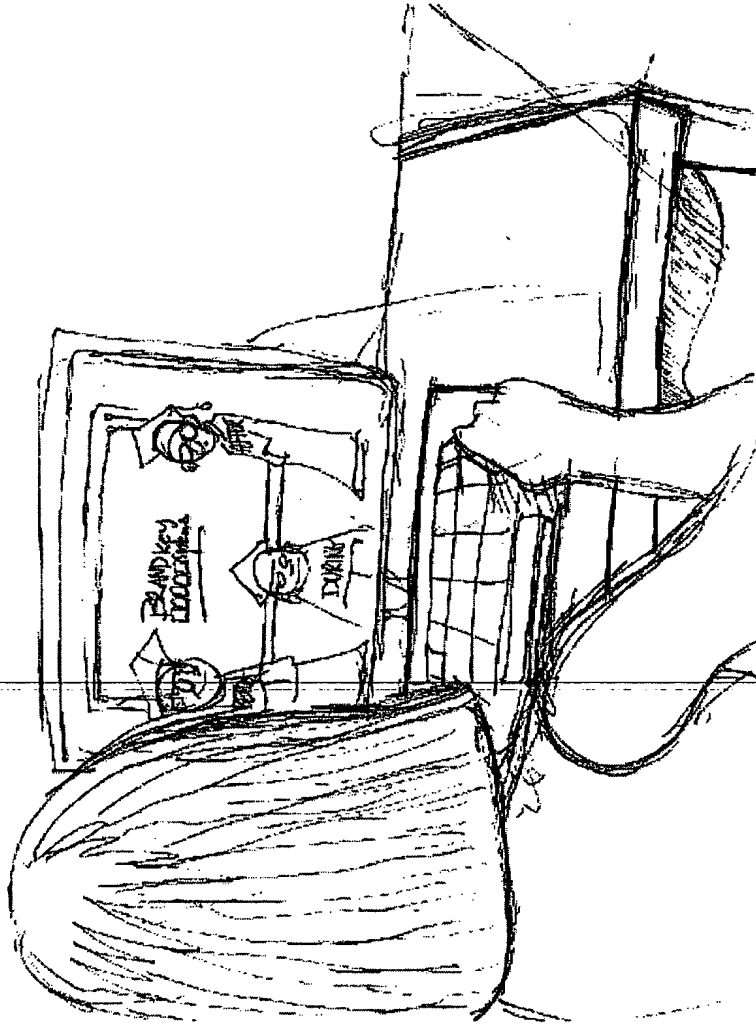


FIG. 4445

Consumer brand images are now aligned with the team's intended brand marketing objectives.

225/1046

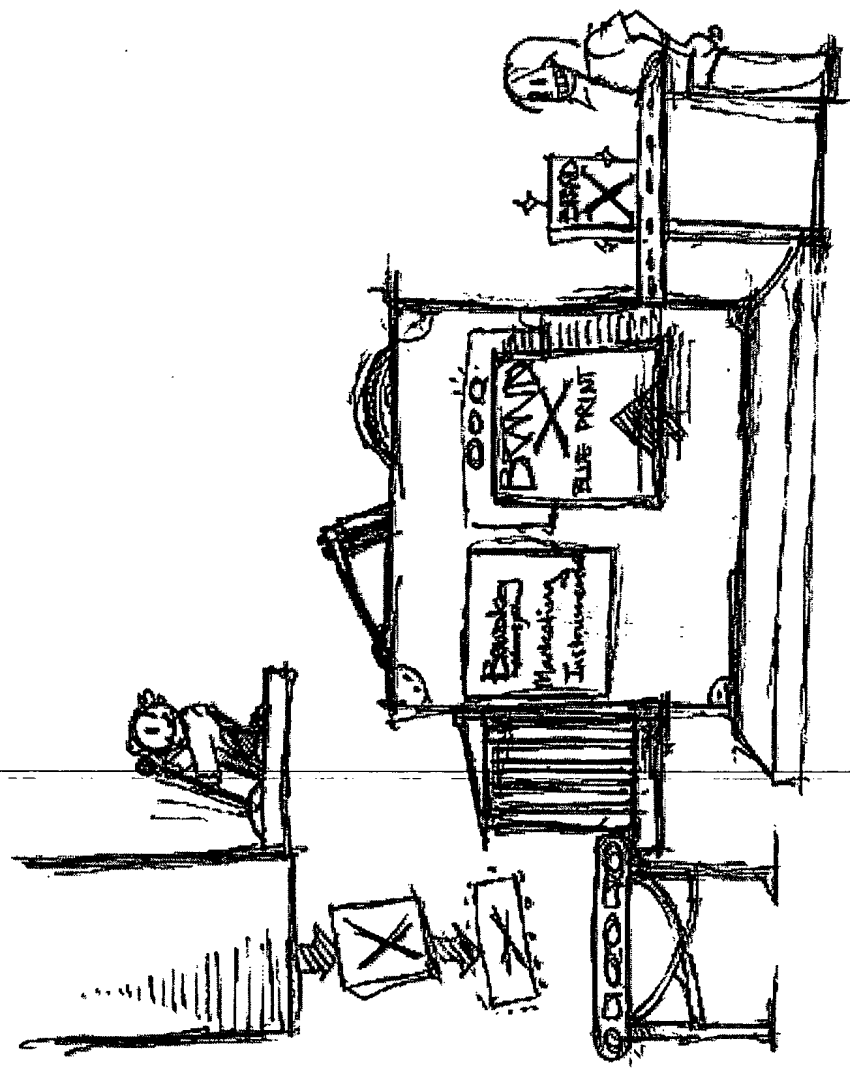


FIG. 4446

226/1040

And consumers no longer  
need to wander off to other  
websites in search of brand-  
related information.

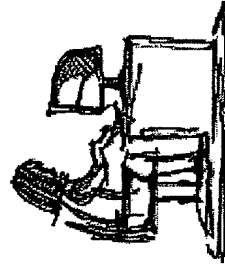
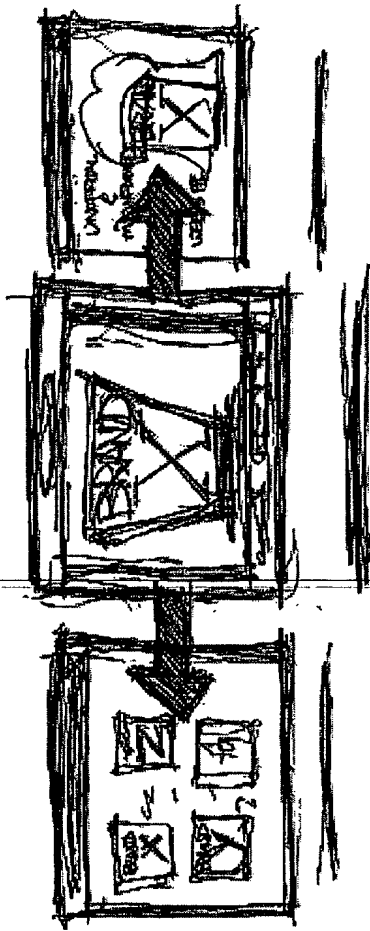
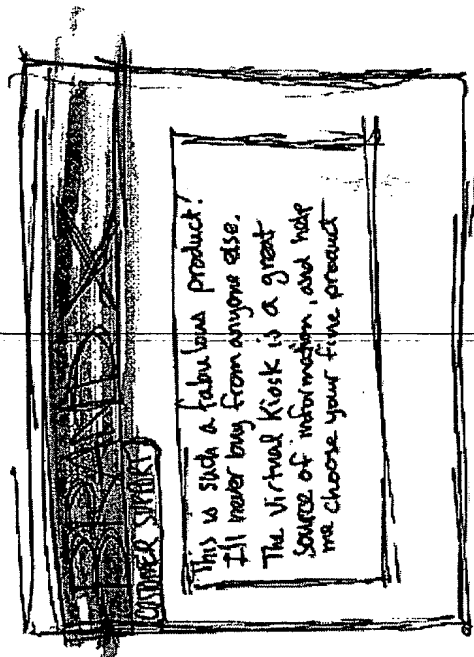


FIG. 4447



This can only lead to increased levels of customer loyalty and retention for the brand.

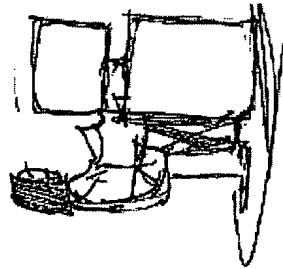


FIG. 44L8

227/1046



Online brand marketers can now  
create and deliver high-impact brand  
marketing campaigns.

270/1046

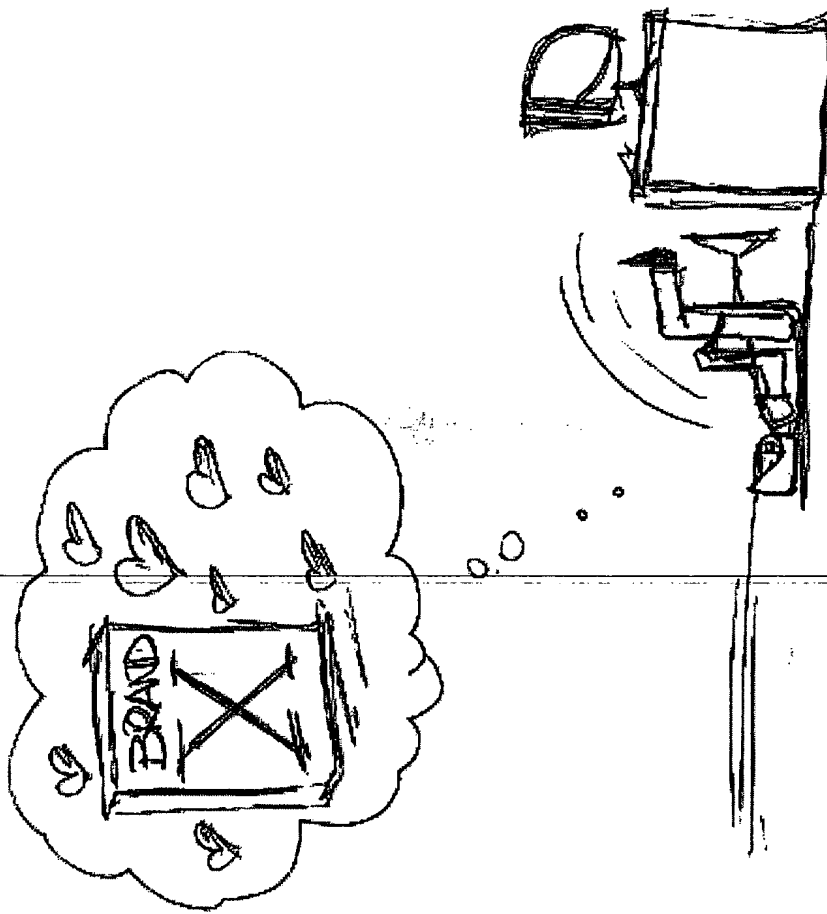
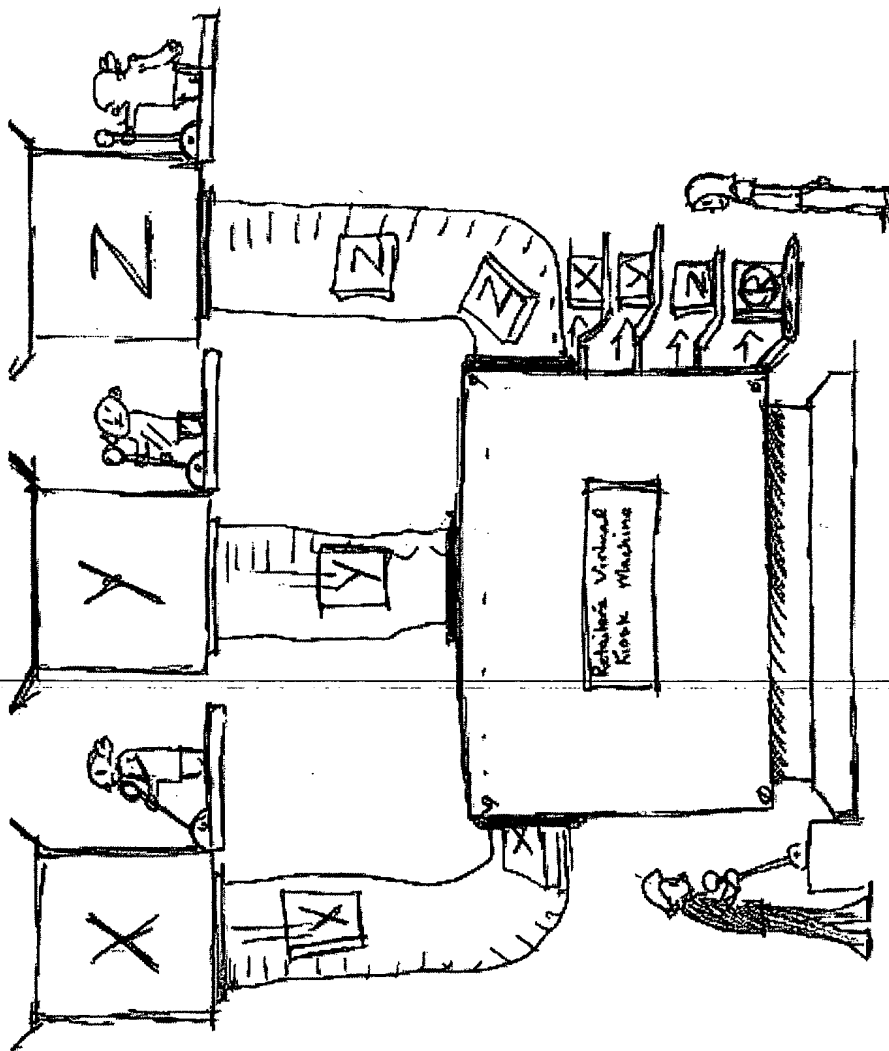


FIG. 4449



Retailers can build e-commerce sites which communicate its vendors' intended brand images while preserving their own.

229/1046

FIG. 44 L10

230/1046

Retailers can more efficiently  
use the virtual shelf-space on  
their Websites.



FIG. 44L11

By more efficiently using Brand Building Information Resources, marketing costs decrease, as Brand Value and Equity increase, thereby improving Profits.

231/1046

58

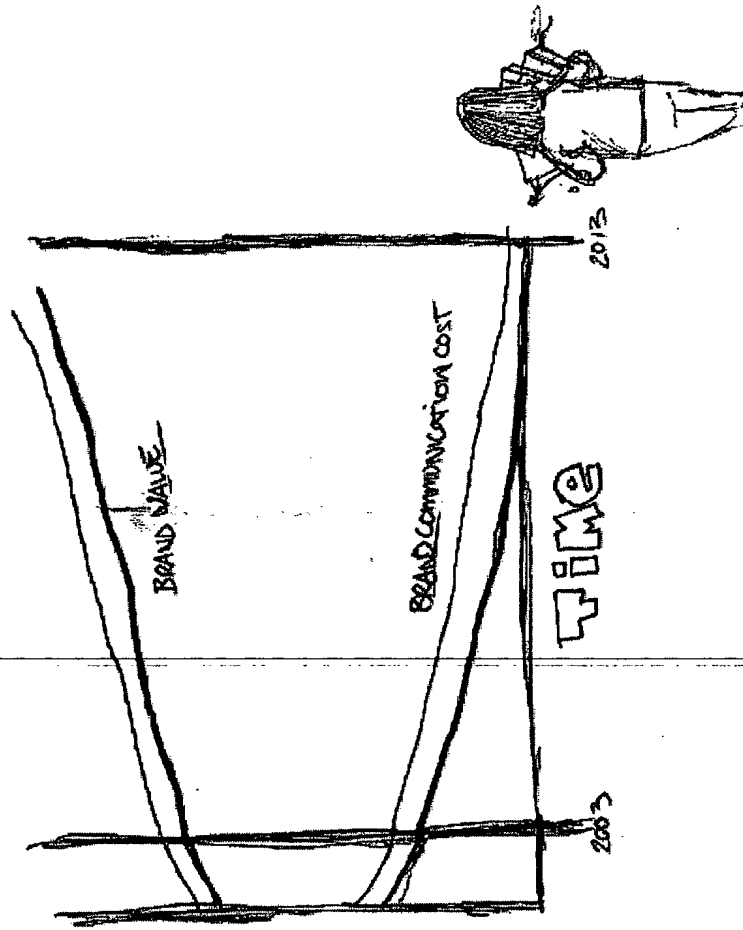


FIG. 44L12

By creating new levels of Brand  
Value and Experience, the durability  
of all serviced Brands can be  
extended.

232/1046

59

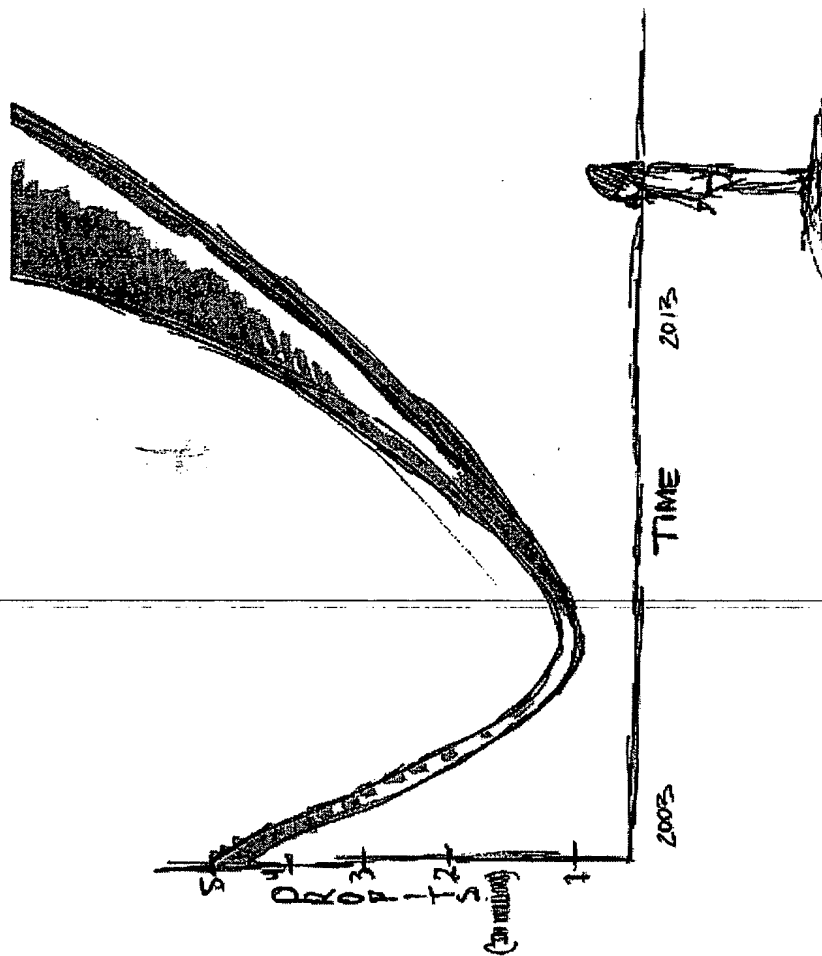


FIG. 44L13

By providing such benefits,  
the Brandkey Systems™  
Network helps build more  
distinctive, valuable, and  
stronger Brands in the  
marketplace.

233/1046

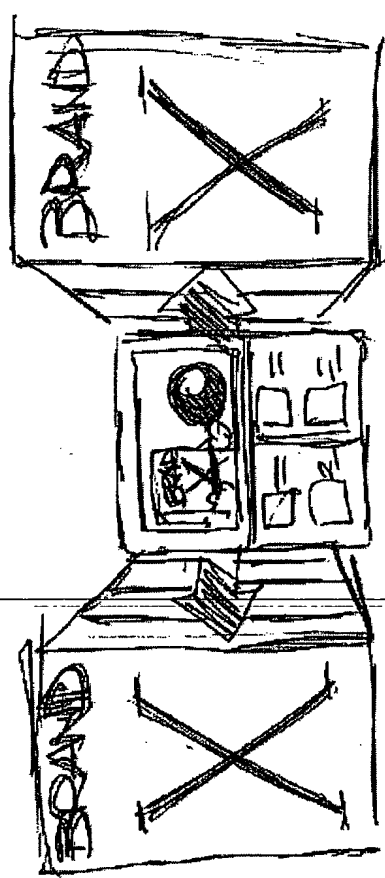
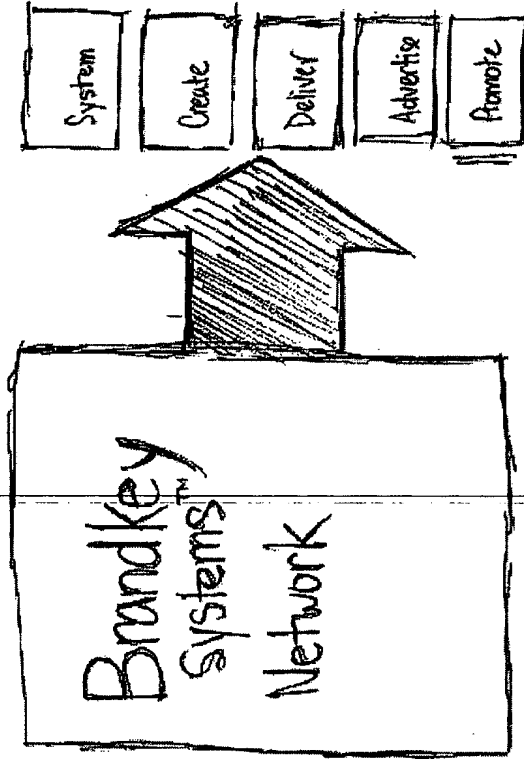


FIG. 44L14

234/1046

The Brandkey Systems™  
Network is composed of five  
Subsystems connected to the  
infrastructure of the Internet:

- Brandkey Systems™
- Brandkey Create™
- Brandkey Deliver™
- Brandkey Advertise™
- Brandkey Promote™



Each of these subsystems supports one or more Service Suites, and each Service Suite contains one or more Control Panels.

These Control Panels support the delivery of the network's revolutionary ensemble of Brandkey Systems™ Marketing Instruments.

235/1046

62

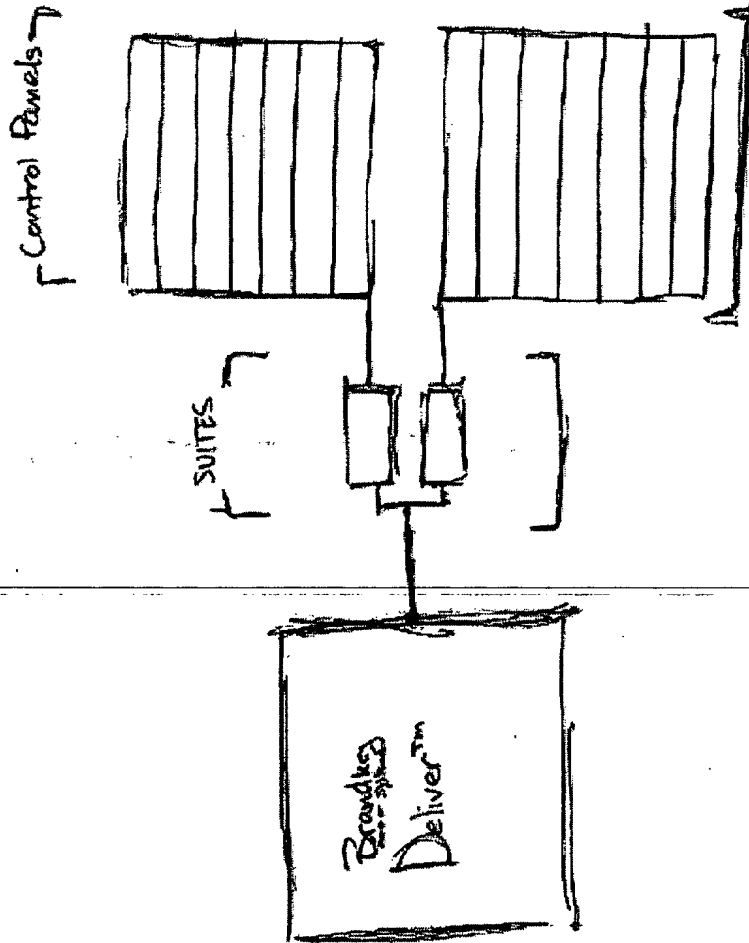
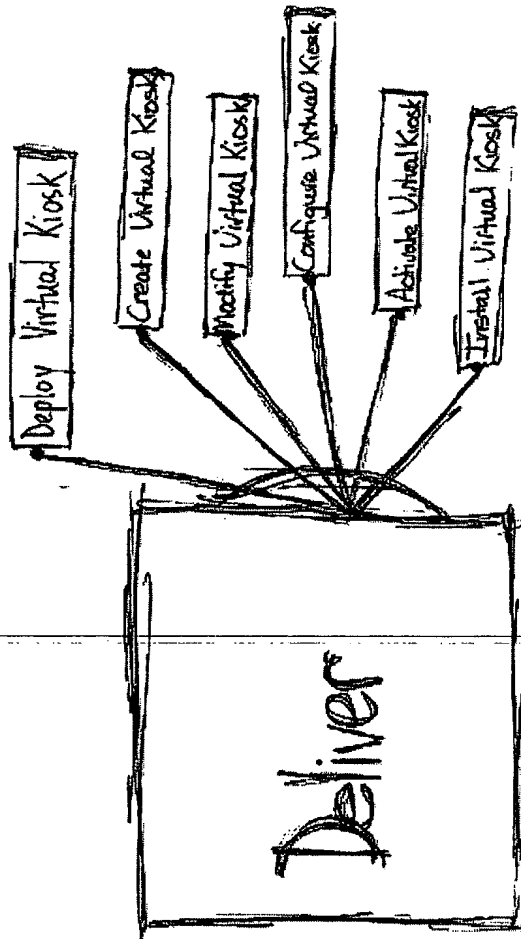


FIG. 44M2



Brandkey Deliver™ Marketing  
Instruments provide Brand  
Management Teams the ability to  
rapidly configure, deploy, and  
install Brandkey Systems™ Multi-  
Mode Virtual Kiosks on the  
Internet.

236/1046



237,1046

Brandkey Advertise™ Marketing Instruments enable Brand Managers and their Agents to program the Advertising Spot Display Mode of their Virtual Kiosks in a simple and convenient manner.

These operations are carried out by creating, executing and managing Advertising Campaigns designed to run on networks of Multi-Mode Virtual Kiosks.

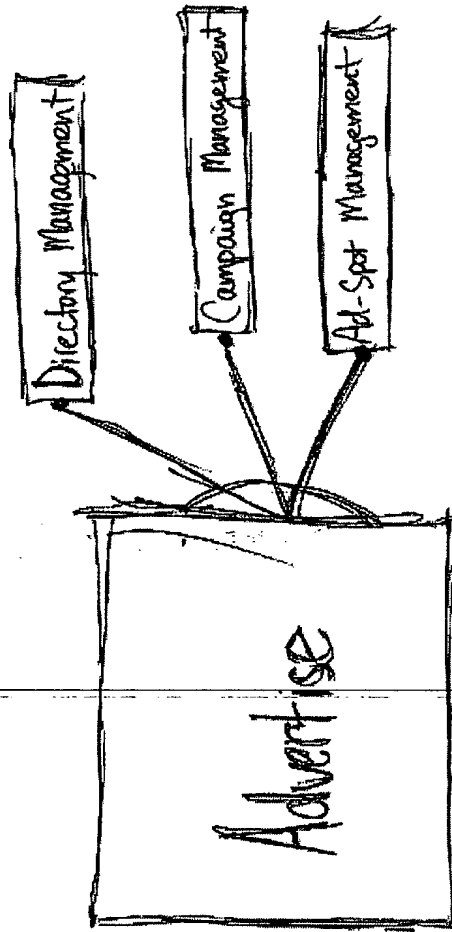


FIG. 44M4

Using Brandkey Promote™  
Marketing Instruments, Brand  
Managers and their Agents can  
program the Promotional Spot  
Display Mode of their Virtual  
Kiosks.

These programming operations are  
carried out by creating, executing  
and managing Promotional  
Campaigns designed to run on  
networks of Multi-Mode Virtual  
Kiosks

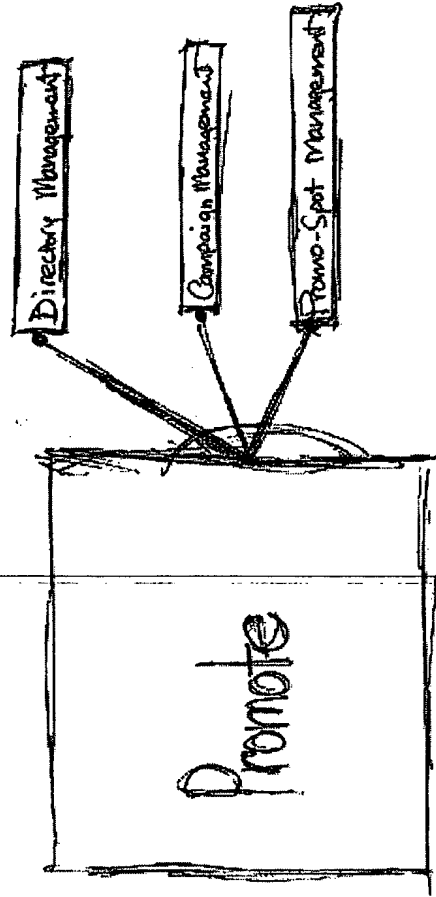


FIG. 44M5

239/1046

Brandkey Create™ Marketing Instruments enable Brand Managers and their Agents to program the Brand Information Network Display Mode of their Virtual Kiosks using simple mouse-clicks and data-entry operations.

Programming operations are carried out by creating and deploying interactive models of Product and Service Brands represented in the form of richly-associated Brand-Building Information Networks.

These Information Networks create and reinforce the intended Brand Image of Products and Services within the minds of Consumers.

66

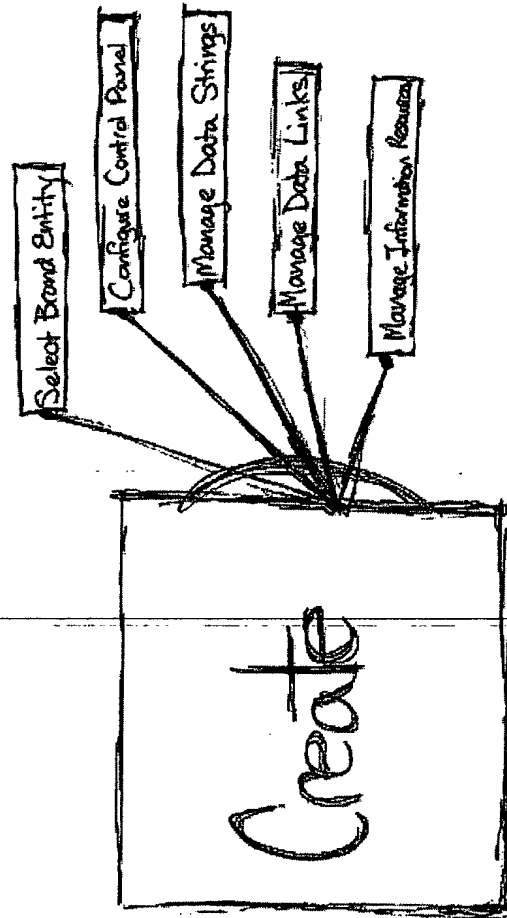


FIG. 44M6

240/1046

Brand-Building Information Networks can be constructed for Product-type Brands by linking the Uniform Resource Locators (URLs) of Brand Building Information Resources, to Product Data Strings consisting of the Universal Product Number (UPN), Trademark (TM) and Product Descriptor (PD) of branded products.

67

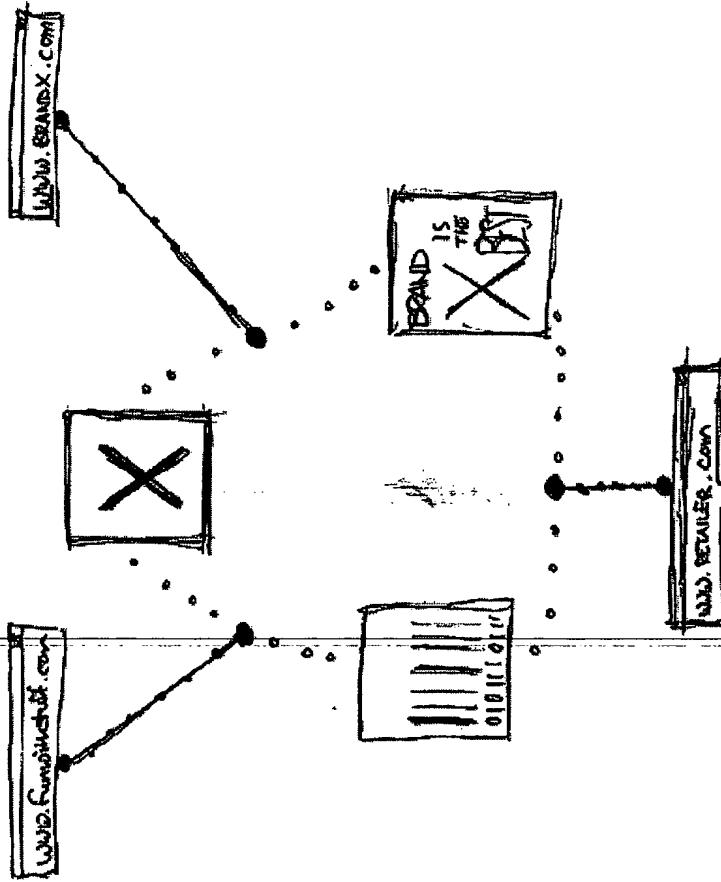


FIG. 44M7

241/1046

68

For Service-type Brands, these Information Networks can be created by linking the Uniform Resource Locators (URLs) to Service Data Strings consisting of the Universal Service Number (USN), Servicemark (SM) and Service Descriptor (SD) of branded services.

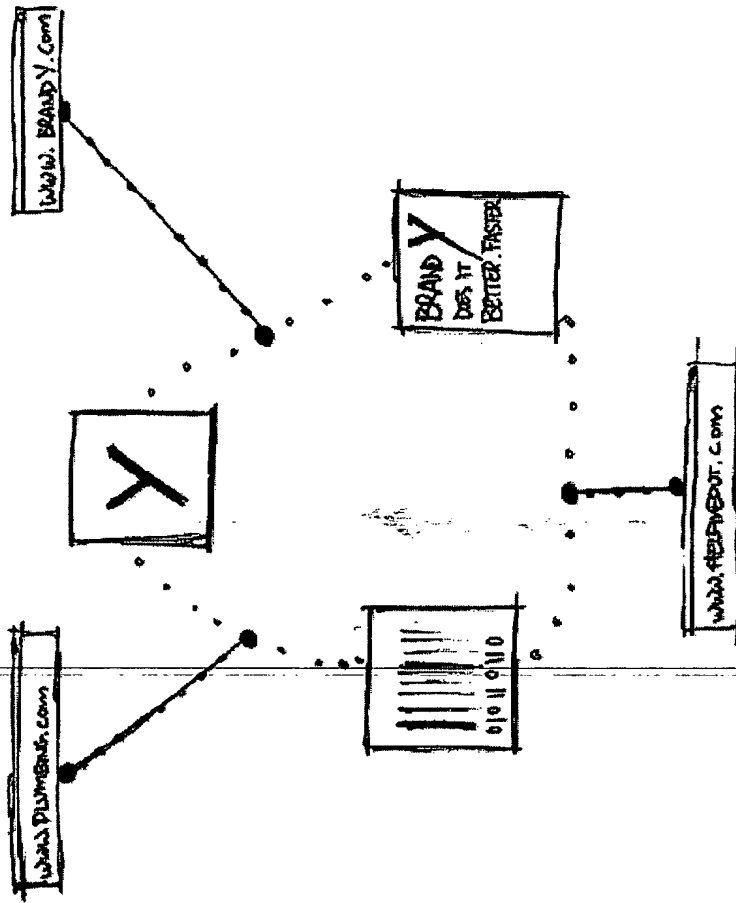


FIG. 44M8

2A2/1046

Brandkey Systems™  
Administration Instruments  
enable Users to perform basic  
management and  
administration functions  
relating to Client Accounts,  
Brands, and User Rights and  
Privileges.

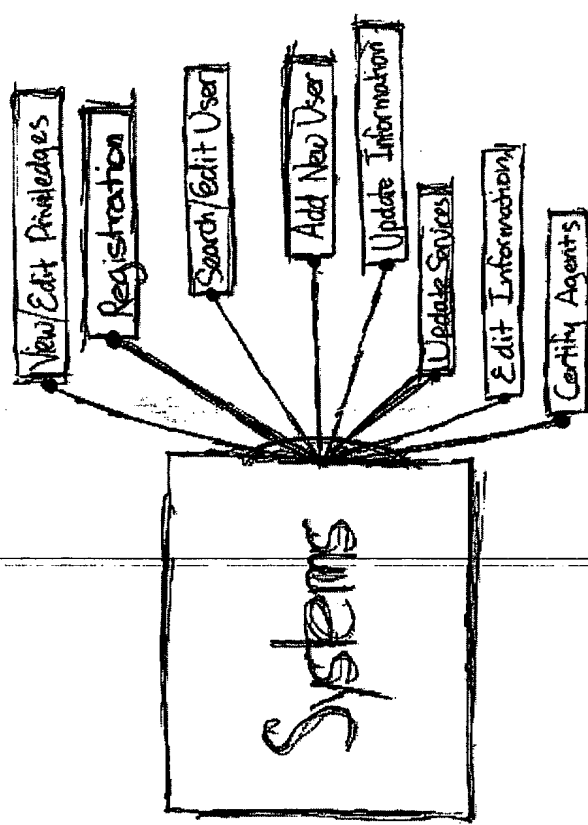


FIG. 44M9

Using the Brandkey Systems™ Virtual Kiosks, consumers can now learn about brands in a more effective and enjoyable manner, and develop strong preferences for them.

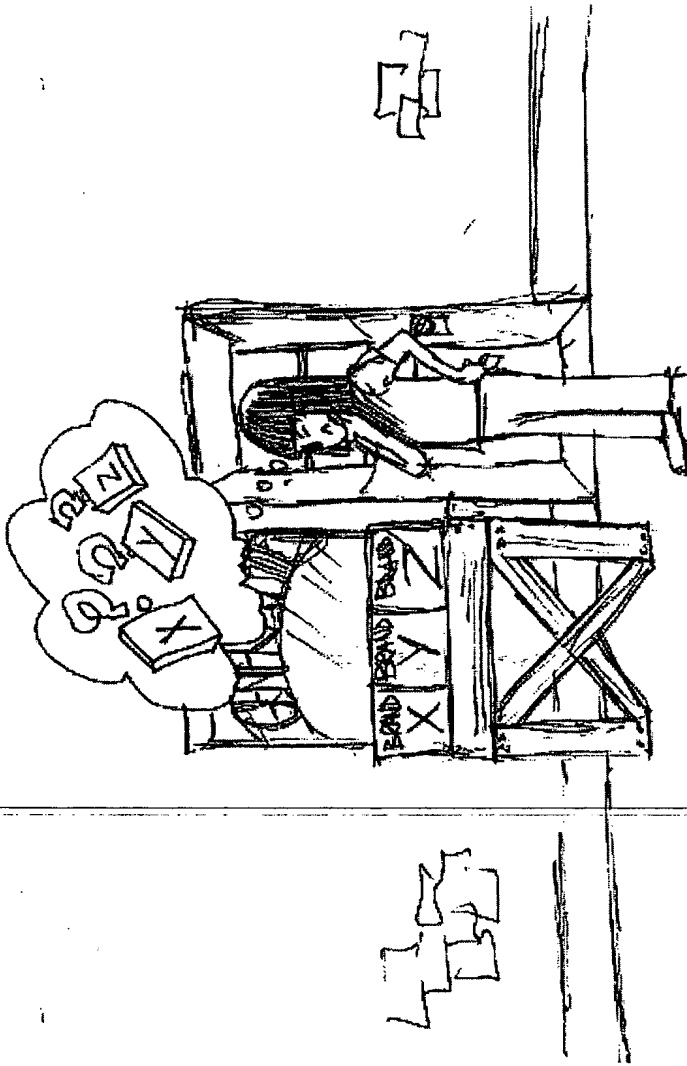


FIG. 44N1



And when brand managers  
want to reach consumers with  
brand building messages and  
information...

244/9046

71



FIG. 44NZ

...the Brandkey Systems Network is  
there to provide a direct channel to  
the hearts and minds of millions of  
consumers on the Web.

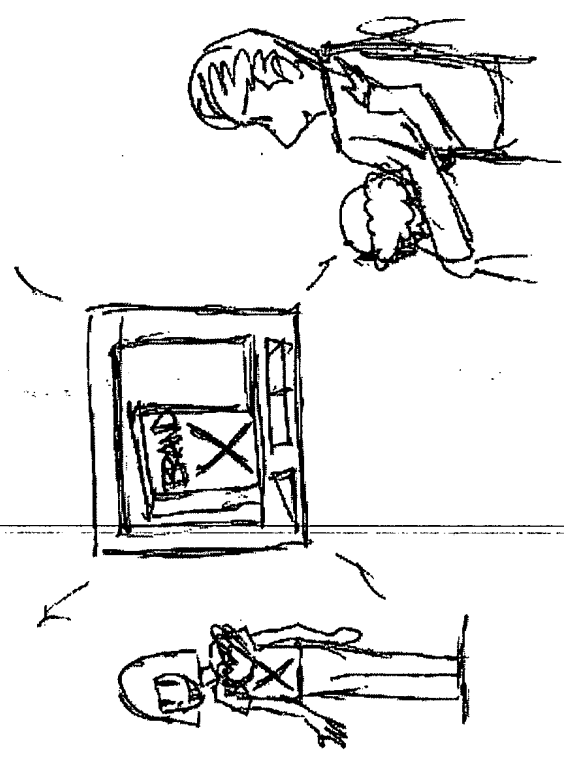


FIG. 44N3

## **Definition of Terms**

**Advertising Agent** is an Agent responsible for creating, managing, and running Advertising Campaigns for particular Brands of Products and/or Services in the marketplace.

**Advertising Campaign** is that portion of a Brand Marketing Campaign which seeks to build a desired Brand Image in the minds of Consumers for a particular Brand of Products and/or Services.

**Brand** is a mental object relating to a class of tangible and/or intangible thing(s) (e.g. Products/Services) in the world and which is:

- (1) persistent within the mind of a person (e.g. Consumer) having (i) a particular relationship with the class of things, as well as (ii) as set of expectations of meaning and value to be derived by the Consumer upon experiencing the class of things; and
- (2) recognized by the Consumer in response to the perception of particular sounds, symbols and/or other sensorial impressions communicated to the Consumer in the marketplace.

**Brand Image** is the Brand Image of a Brand is the composite set of impressions and perceived values persisting in the minds of Consumers in response to exposure to (i) messages produced under messages produced under a Brand Marketing Campaign carried out by the Brand Management Team including its Advertising and Promotional Agents, as well as (ii) other information items (e.g. Clutter) communicated by others in the marketplace.

**Brand Knowledge Network** is an information model (i.e. schema) comprising a network of Products and/or Service Data Links designed by a Brand Management Team to represent a desired Brand Image which the Brand Management Team wants to persist within the minds of Consumers regarding a particular Brand or set of Brands under their management.

**Brand Management Team** is a group of people including; Brand Managers, Advertising Agents, Promotional Agents, Full-Service Agents, etc. whose mission is to create, manage, and communicate a desired Brand Image for a particular Brand or set of Brands to Consumers.

**Brand Marketing Campaign** is an effort conducted in the marketplace by a Brand Management Team including its Advertising and Promotional Agents to build a Brand in the minds of Consumers, which creates a desired Brand Image consistent with the marketing objectives of the Marketing Team.

**Data Link** is a URL associated with a Product or Service Data String that may be used to build a Brand Knowledge Network.

**Promotional Agent** An Agent responsible for creating, managing, and running Promotional Campaigns for particular Brands of Products and/or Services in the marketplace.

**Promotional Campaign** is that portion of a Brand Marketing Campaign which seeks to induce consumption of a particular Brand of Products and/or Services by Consumers in the marketplace.

**Product Data String** is a string of data comprising a Universal Product Number (e.g. UPC/EAN) assigned to a particular Product, a Product Descriptor briefly describing the generic nature of the Product, and any number of Trademarks used in connection with the Product in the marketplace.

**Service Data String** is a string of data comprising a Universal Service Number (e.g. Airclie Code) assigned to a particular Service, a Service Descriptor briefly describing the generic nature of the Service, and any number of Servicemarks used in connection with the Service in the marketplace.

2A7/1046

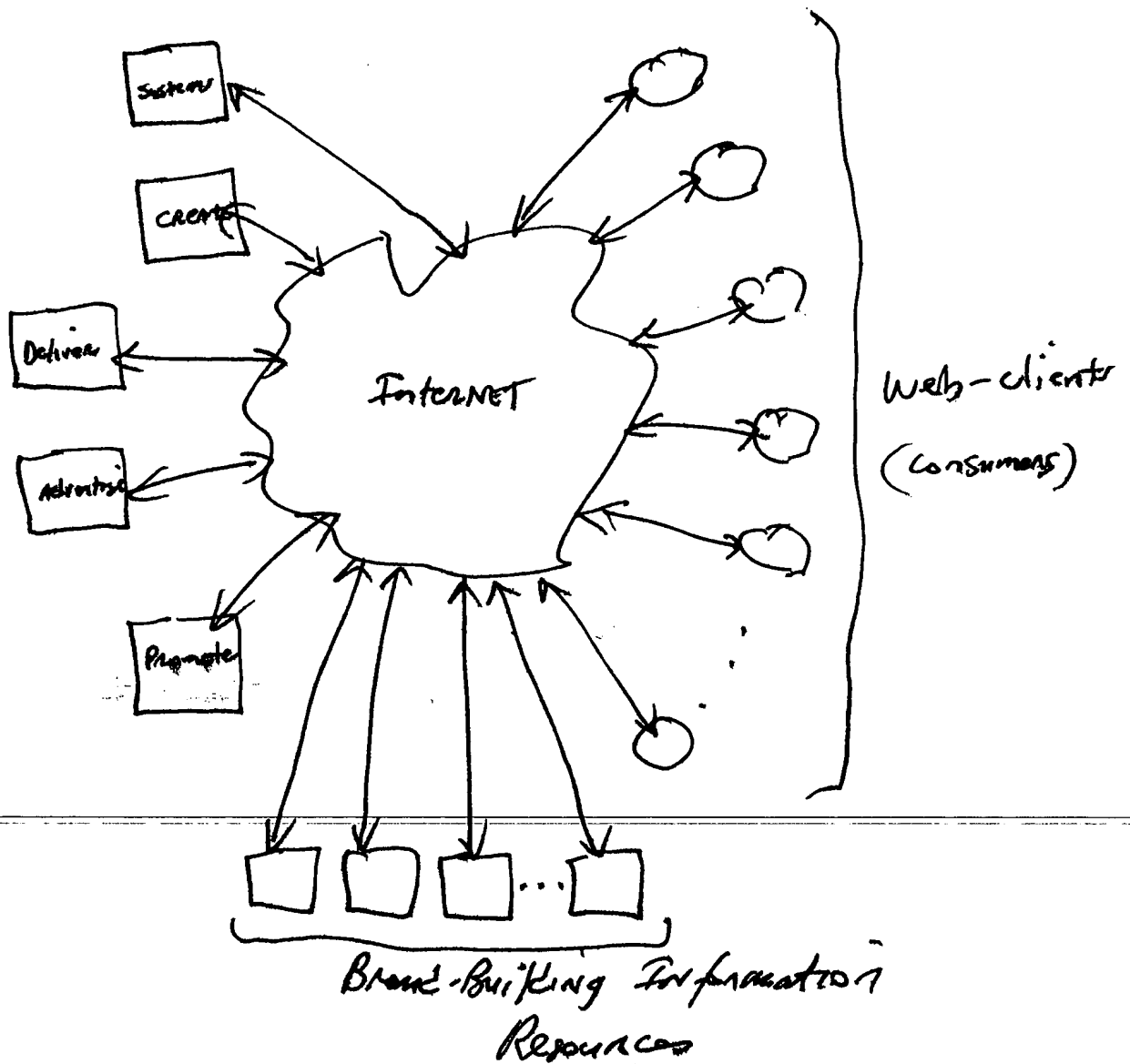
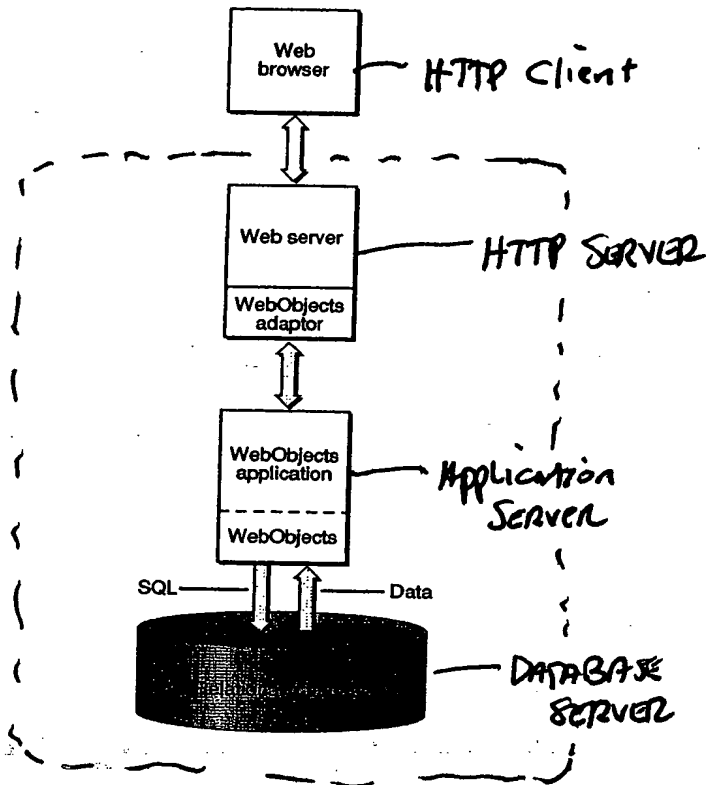


FIG. 45A1

248/1046

WebObjects HTML-based application communication chain

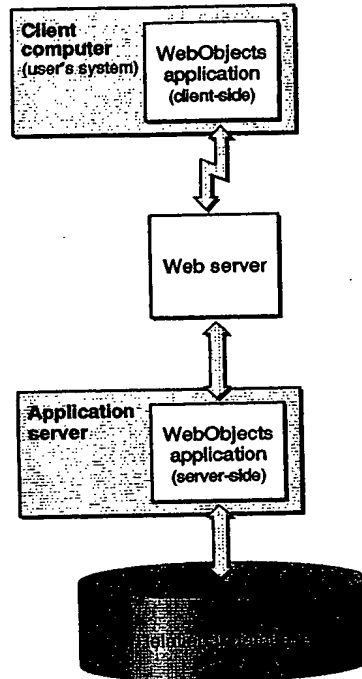


The WebObjects Architecture

FIG. 45A1

249/1046

Java Client's distributed, multitier architecture



Java Client Architecture

FIG. 45A3

## Brand Marketing Communication Instrumentation Network

Brandkey systems

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote



We are pioneers of revolutionary, Internet-enabled brand communication solutions that enable you to educate consumers about your brand, to develop preferences for them

### Brandkey Systems™ Network

» System Overview

### Brandkey Create™ Subsystem

» Subsystem Overview

### Brandkey Deliver™ Subsystem

» Subsystem Overview

### Brandkey Advertise™ Subsystem

» Subsystem Overview

### Brandkey Promote™ Subsystem

» Subsystem Overview

### Brandkey Systems™ Virtual Kiosk



#### Multi-Mode Virtual Kiosk™

» Our Multi-Mode Virtual Kiosk™ technology provides a new kind of Internet-based "telecommunication device" (e.g. video-communicator) directly between you and your customers ... of any Internet-enabled consumer touchpoint.

» learn more

250/1046

FIG. 45B1

## About Brandkey Systems Corporation

Brandkey Systems is a global brand marketing communication technology and services company. We provide Clients with revolutionary Web-based brand marketing communication instruments and supporting services that help them build the demand side of their business. Our success and growth are built on the quality of our Client base, the depth of our relationships, and our expertise in the innovative technologies which we develop and support in the marketplace.

251 / 1046

FIG 45B2



Tutorials on the Brandkey Systems Network

■ BRANDKEY SYSTEMS NETWORK

- ▶ Login
- ▶ Logout
- ▶ Forgot Password

■ BRANDKEY SYSTEMS SUBSYSTEM

- ▶ Registration Suite
- 1. Control Panel for registering with Brandkey Systems Network
- ▶ User-Account Administration Suite
- 1. Control Panel for Administering Users
- 2. Control Panel for Administering Accounts
- 3. Control Panel for Administering Ad/Promo Privileges

■ BRANDKEY CREATE SUBSYSTEM

- ▶ Brand Information Network Management Suite
- 1. Control Panel for Managing Brand Information Networks
  - a. Select Brand Entity

FIG. 45C1

6/18/2003

252/1046

b. Configure Control Panel

c. Manage Data Strings

d. Manage Data Links

► Brand Building Web Resources Hosting Suite

1. Control Panel for Hosting Brand Building Web Resources

a. Select Brand Entity

b. Manage Data Strings

c. Manage Data Links

d. Manage Information Resources

■ BRANDKEY DELIVER SUBSYSTEM

► Virtual Kiosk Generation Suite

1. Control Panel for Generating Product-Specific Virtual Kiosks

a. Configure P-S Virtual Kiosks

b. Create P-S Virtual Kiosks

c. Modify P-S Virtual Kiosks

d. Deploy P-S Virtual Kiosks

e. Activate P-S Virtual Kiosks

2. Control Panel for Generating Service-Specific Virtual Kiosks

a. Configure S-S Virtual Kiosks

b. Create S-S Virtual Kiosks

FIG. 45C2

254/1046

c. Modify S-S Virtual Kiosks

d. Deploy S-S Virtual Kiosks

e. Activate S-S Virtual Kiosks

3. Control Panel for Generating Vendor-Specific Virtual Kiosks

a. Configure V-S Virtual Kiosks

b. Create V-S Virtual Kiosks

c. Modify V-S Virtual Kiosks

d. Deploy V-S Virtual Kiosks

e. Activate V-S Virtual Kiosks

4. Control Panel for Generating Service-Provider-Specific Virtual Kiosks

a. Configure S-P-S Virtual Kiosks

b. Create S-P-S Virtual Kiosks

c. Modify S-P-S Virtual Kiosks

d. Deploy S-P-S Virtual Kiosks

e. Activate S-P-S Virtual Kiosks

5. Control Panel for Generating Retailer-Specific Virtual Kiosks

a. Configure R-S Virtual Kiosks

b. Create R-S Virtual Kiosks

c. Modify R-S Virtual Kiosks

d. Deploy R-S Virtual Kiosks

e. Activate R-S Virtual Kiosks

6. Control Panel for Generating Indivisum-Specific Virtual Kiosks

FIG. 45C3

255/1046

**Virtual Kiosk Installation Suite**

a. Configure I-S Virtual Kiosks

b. Create I-S Virtual Kiosks

c. Modify I-S Virtual Kiosks

d. Deploy I-S Virtual Kiosks

e. Activate I-S Virtual Kiosks

7. Control Panel for Generating Corporate-Specific Virtual Kiosks

a. Configure C-S Virtual Kiosks

b. Create C-S Virtual Kiosks

c. Modify C-S Virtual Kiosks

d. Deploy C-S Virtual Kiosks

e. Activate C-S Virtual Kiosks

**Virtual Kiosk Installation Suite**

1. Control Panel for Installing Product-Specific Virtual Kiosks

2. Control Panel for Installing Service-Specific Virtual Kiosks

3. Control Panel for Installing Vendor-Specific Virtual Kiosks

4. Control Panel for Installing Service-Provider-Specific Virtual Kiosks

5. Control Panel for Installing Retailer-Specific Virtual Kiosks

6. Control Panel for Installing Industry-Specific Virtual Kiosks

7. Control Panel for Installing Corporate-Specific Virtual Kiosks

**BRANDKEY ADVERTISE SUBSYSTEM**

FIG 45C4

- ▶ Virtual Kiosk Advertising Campaign Management Suite
- 1. Control Panel for Managing Advertising Campaigns
  - a. Directory Management
  - b. Campaign Management
  - c. Ad-Spot Management

■ BRANDKEY PROMOTE SUBSYSTEM

- ▶ Virtual Kiosk Promotional Campaign Management Suite
- 1. Control Panel for Managing Promotional Campaigns
  - a. Directory Management
  - b. Campaign Management
  - c. Promo-Spot Management

FIG. 45C5

256/1046



Tutorials

FAQ

Brandkey Systems Network Help Control Panel

Brandkey Systems Network Help Control Panel

## ■ BRANDKEY SYSTEMS NETWORK

- ▶ [How do you Login to the BKS Brand Marketing Communications Network?](#)
- ▶ [How do you Logout of the BKS Brand Marketing Communications Network?](#)
- ▶ [How do you Retrieve your Password if you have forgotten it?](#)

## ■ BRANDKEY SYSTEMS SUBSYSTEM

### ▶ Registration Suite

1. [How do you Register with the BKS Brand Marketing Communications Network?](#)

### ▶ User-Account Administration Suite

1. [Control Panel for Administering Users](#)

- a. [How do you Edit User Information?](#)

- b. [How do you Add a New User to your Brand Account?](#)

2. [Control Panel for Administering Accounts](#)

- a. [How do you Update your Company Information?](#)

- b. [How do you Update Administrator Information?](#)

- c. [How do you Update your Available Services?](#)

- d. [How do you Modify your Registered Brand Entity Information?](#)

FIG. 49D1

e. How do you Add a New Brand Entity?

f. How do you Certify Advertising Agents?

g. How do you Certify Promotional Agents?

3. Control Panel for Administering Ad/Promo Privileges

a. How do you Edit Installed Virtual Kiosks Ad/Promo Privileges?

■ BRANDKEY CREATE SUBSYSTEM

▶ Brand Information Network Management Suite

1. Control Panel for Managing Brand Information Networks

a. How do you Select the Brand Entity you wish to work with?

b. How do you Configure the Brand Information Network Control Panel?

c. How do you Import Data String Records?

d. How do you Edit Data String Records?

e. How do you Add New Data String Records?

f. How do you Synchronize Data String Records?

g. How do you Edit Data Link Records?

h. How do you Add New Data Link Records?

▶ Brand Building Web Resources Hosting Suite

1. Control Panel for Hosting Brand Building Web Resources

a. How do you Select the Brand Entity you wish to work with?

b. How do you View Data String Records?

- c. [How do you View Data Link Records?](#)
- d. [How do you Manage Brandkey Information Resource Records?](#)

## ■ BRANDKEY DELIVER SUBSYSTEM

### ► Virtual Kiosk Generation Suite

#### 1. Control Panel for Generating Product-Specific Virtual Kiosks

- a. [How do you Configure P-S Virtual Kiosks?](#)
- b. [How do you Create P-S Virtual Kiosks?](#)
- c. [How do you Modify P-S Virtual Kiosks?](#)
- d. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Brandkey\(TM\) Button?](#)
- e. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)
- f. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Image?](#)
- g. [How do you Deploy P-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?](#)
- h. [How do you Activate P-S Virtual Kiosks?](#)

#### 2. Control Panel for Generating Service-Specific Virtual Kiosks

- a. [How do you Configure S-S Virtual Kiosks?](#)
- b. [How do you Create S-S Virtual Kiosks?](#)
- c. [How do you Modify S-S Virtual Kiosks?](#)
- d. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Brandkey\(TM\) Button?](#)
- e. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)
- f. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Image?](#)
- g. [How do you Deploy S-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?](#)



249/1046

5/5/2003

FIG. 45D4

[http://www.brandkeysystems.com/bk\\_systems/h\\_launch\\_help\\_faq.html](http://www.brandkeysystems.com/bk_systems/h_launch_help_faq.html)

h. How do you Activate S-S Virtual Kiosks?

3. Control Panel for Generating Vendor-Specific Virtual Kiosks

a. How do you Configure V-S Virtual Kiosks?

b. How do you Create V-S Virtual Kiosks?

c. How do you Modify V-S Virtual Kiosks?

d. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?

e. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Document?

f. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Image?

g. How do you Deploy V-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?

h. How do you Activate V-S Virtual Kiosks?

4. Control Panel for Generating Service-Provider-Specific Virtual Kiosks

a. How do you Configure S-P-S Virtual Kiosks?

b. How do you Create S-P-S Virtual Kiosks?

c. How do you Modify S-P-S Virtual Kiosks?

d. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?

e. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Document?

f. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Image?

g. How do you Deploy S-P-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?

h. How do you Activate S-P-S Virtual Kiosks?

5. Control Panel for Generating Retailer-Specific Virtual Kiosks

a. How do you Configure R-S Virtual Kiosks?

261/1046

- b. How do you Create R-S Virtual Kiosks?
- c. How do you Modify R-S Virtual Kiosks?
- d. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy R-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate R-S Virtual Kiosks?

#### 6. Control Panel for Generating Industry-Specific Virtual Kiosks

- a. How do you Configure I-S Virtual Kiosks?
- b. How do you Create I-S Virtual Kiosks?
- c. How do you Modify I-S Virtual Kiosks?
- d. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?
- e. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Document?
- f. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Image?
- g. How do you Deploy I-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?
- h. How do you Activate I-S Virtual Kiosks?

#### 7. Control Panel for Generating Corporate-Specific Virtual Kiosks

- a. How do you Configure C-S Virtual Kiosks?
- b. How do you Create C-S Virtual Kiosks?
- c. How do you Modify C-S Virtual Kiosks?
- d. How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Brandkey(TM) Button?

FIG. 45D5

262/1046

- e. [How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Document?](#)
- f. [How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Image?](#)
- g. [How do you Deploy C-S Virtual Kiosks launchable from an HTML-Encoded Desktop Icon?](#)
- h. [How do you Activate C-S Virtual Kiosks?](#)

► **Virtual Kiosk Installation Suite**

- 1. [How do you Install Product-Specific Virtual Kiosks?](#)
- 2. [How do you Install Service-Specific Virtual Kiosks?](#)
- 3. [How do you Install Vendor-Specific Virtual Kiosks?](#)
- 4. [How do you Install Service-Provider-Specific Virtual Kiosks?](#)
- 5. [How do you Install Retailer-Specific Virtual Kiosks?](#)
- 6. [How do you Install Industry-Specific Virtual Kiosks?](#)
- 7. [How do you Install Corporate-Specific Virtual Kiosks?](#)

■ **BRANDKEY ADVERTISE SUBSYSTEM**

► **Virtual Kiosk Advertising Campaign Management Suite**

- 1. **Control Panel for Managing Advertising Campaigns**
  - a. [How do you Generate a General Virtual Kiosk Advertising Directory?](#)
  - b. [How do you Generate a Brand-Specific Virtual Kiosk Advertising Directory?](#)
  - c. [How do you Modify a General Virtual Kiosk Advertising Directory?](#)
  - d. [How do you Modify a Brand-Specific Virtual Kiosk Advertising Directory?](#)
  - e. [How do you Register a Virtual Kiosk Advertising Campaign?](#)
  - f. [How do you Modify a Virtual Kiosk Advertising Campaign?](#)

FIG 45D6

1. How do you Monitor a Virtual Kiosk Advertising Campaign?

g. How do you Run and Stop a Virtual Kiosk Advertising Campaign?

h. How do you Monitor a Virtual Kiosk Advertising Campaign?

i. How do you Place an Ad-Spot Order on a Virtual Kiosk Subnetwork?

j. How do you Modify an Ad-Spot Order on a Virtual Kiosk Subnetwork?

**■ BRANDKEY PROMOTE SUBSYSTEM**

► **Virtual Kiosk Promotional Campaign Management Suite**

**1. Control Panel for Managing Promotional Campaigns**

a. How do you Generate a General Virtual Kiosk Promotional Directory?

b. How do you Generate a Brand-Specific Virtual Kiosk Promotional Directory?

c. How do you Modify a General Virtual Kiosk Promotional Directory?

d. How do you Modify a Brand-Specific Virtual Kiosk Promotional Directory?

e. How do you Register a Virtual Kiosk Promotional Campaign?

f. How do you Modify a Virtual Kiosk Promotional Campaign?

g. How do you Run and Stop a Virtual Kiosk Promotional Campaign?

h. How do you Monitor a Virtual Kiosk Promotional Campaign?

i. How do you Place a Promo-Spot Order on a Virtual Kiosk Subnetwork?

j. How do you Modify a Promo-Spot Order on a Virtual Kiosk Subnetwork?

FIG. 45D7

264/1046

6/6/2003



Brandkey systems

Brandkey Systems

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

## Tutorials

• Brandkey Systems

# Manage

## Accounts, Brands and User Rights

Manage Accounts, Brands, and User Rights to access the Brandkey Systems Network and program the Advertisement and Promotion Display Modes of Multi-Mode Virtual Kiosks.

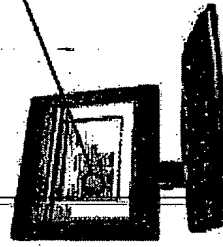
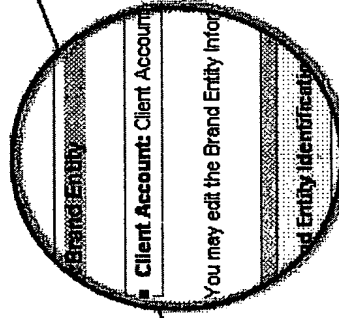
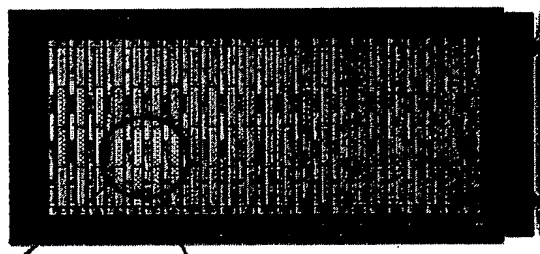


FIG. 46A


[Brandkey systems](#)
[Brandkey create](#)
[Brandkey deliver](#)
[Brandkey advertise](#)
[Brandkey promote](#)
[Brandkey systems](#)
[Consumers](#)
[Vendors](#)
[Service Providers](#)
[Advertising Agents](#)
[Promotional Agents](#)
[Retailers](#)
[Industrialists](#)

## Brandkey Systems Subsystem Benefits - Standard Demonstration Mode


The Brandkey Systems™ Brand Marketing Communication and Control Instrumentation Network delivers a revolutionary ensemble of instruments that enables brand management teams to build and communicate brand images to consumers at any Internet-enabled consumer touchpoint via multi-mode Virtual Kiosks located in both physical and electronic streams of commerce.

By providing the instruments to rapidly build powerful Brand Knowledge Networks and Advertising and Promotional Campaigns for delivery to consumers over highly controlled channels of communication less immune to destructive power of clutter, the Brandkey Systems™ Network enables brand management teams to create stronger, more distinctive brands in the marketplace-translating into premium prices, greater levels of channel influence, improved levels of customer loyalty and retention, and increased profits.

This increased level of control over Internet-based brand marketing communications enables brand managers and their agents to effectively manage consumers' experienced perceptions developed before, during and after consumer purchases. Proper management of consumer perception will allow consumers to have more meaningful purchase experiences and will influence their perception of a brands' value and strength.

FIG. 46B

266/1046



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[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)

[Brandkey Systems Enterprise](#) | [Public Sites](#) | [Registration Site](#) | [User Account Administration Site](#)

**Brandkey Systems Demonstrations Suite - Standard Demonstration Mode**

- ▶ Brandkey Systems
- ▶ Brandkey Create
- ▶ Brandkey Deliver
- ▶ Brandkey Advertise
- ▶ Brandkey Promote
- ▶ Multimedia Virtual Kiosks

Text: S.103.9

FIG. 46C1


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[Brandkey systems](#)
[Brandkey create](#)
[Brandkey deliver](#)
[Brandkey advertise](#)
[Brandkey promote](#)
[Brandkey systems benefits](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertise](#) | [Brandkey promote](#)
[Brandkey Systems](#)
[Brandkey Create](#)
[Brandkey Deliver](#)
[Brandkey Advertise](#)
[Brandkey Promote](#)
[Multimode Virtual Kiosks](#)
[Product-Specific Virtual Kiosks](#)
[Service-Specific Virtual Kiosks](#)
[Vendor-Specific Virtual Kiosks](#)
[Service-Provider-Specific Virtual Kiosks](#)
[Retailer-Specific Virtual Kiosks](#)
[Industry-Specific Virtual Kiosks](#)
[Corporate-Specific Virtual Kiosks](#)

### Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
<a href="#">Lexus LS 400</a>	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Product-Specific Virtual Kiosk	Simplex	Simplex	Simplex
	Complex	Complex	Complex

## Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode





Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Systems Home | Brandkey Systems | Registration Site | User Account Administration Site

## Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

### • Brandkey Systems

### • Brandkey Create

### • Brandkey Deliver

### • Brandkey Advertise

### • Brandkey Promote

### • Multimode Virtual Kiosks

#### • Product-Specific Virtual Kiosks

#### • Service-Specific Virtual Kiosks

#### • Vendor-Specific Virtual Kiosks

#### • Service-Provider-Specific Virtual Kiosks

#### • Retailer-Specific Virtual Kiosks

#### • Industry-Specific Virtual Kiosks

#### • Corporate-Specific Virtual Kiosks

### Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Cirque Du Soleil	Simplex	Simplex	Simplex
Lego	Complex	Complex	Complex

### Service-Specific Virtual Kiosk

FIG. 46C3

269/1046



► Brandkey Systems

► Brandkey Create

► Brandkey Deliver

► Brandkey Advertise

► Brandkey Promote

► Multimode Virtual Kiosks

► Product-Specific Virtual Kiosks

► Service-Specific Virtual Kiosks

► Vendor-Specific Virtual Kiosks

► Service-Provider-Specific Virtual Kiosks

► Retailer-Specific Virtual Kiosks

► Industry-Specific Virtual Kiosks

► Corporate-Specific Virtual Kiosks

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Simplex	Simplex	Simplex	Simplex
Complex	Complex	Complex	Complex

Vendor-Specific  
Virtual Kiosk

view

FIG. 46C4

269/1046

Brandkey™

systems

[Home](#) | 
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 [Careers](#) | 
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 [Help](#) | 
 [Login](#)

[Brandkey systems](#) | 
 [Brandkey create](#) | 
 [Brandkey deliver](#) | 
 [Brandkey advertise](#) | 
 [Brandkey promote](#)

[Brandkey Systems Benefits](#) | 
 [Retailer-Specific Virtual Kiosks](#) | 
 [Product-Specific Virtual Kiosks](#) | 
 [Service-Specific Virtual Kiosks](#) | 
 [Vendor-Specific Virtual Kiosks](#) | 
 [Services-Provider-Specific Virtual Kiosks](#) | 
 [Retailer-Specific Virtual Kiosks](#) | 
 [Industry-Specific Virtual Kiosks](#) | 
 [Corporate-Specific Virtual Kiosks](#)

# Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

Kiosk

	HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
<b>Multimode Virtual Kiosk Demonstration Matrix</b>	Pre-Post Purchase Simplex Complex	Pre-Post Purchase Simplex Complex	Pre-Post Purchase Simplex Complex	Pre-Post Purchase Simplex Complex
<b>Retailer-Specific Virtual Kiosk</b>				
• Product-Specific Virtual Kiosks				
• Service-Specific Virtual Kiosks				
• Vendor-Specific Virtual Kiosks				
• Services-Provider-Specific Virtual Kiosks				
• Retailer-Specific Virtual Kiosks				
• Industry-Specific Virtual Kiosks				
• Corporate-Specific Virtual Kiosks				


[Brandkey systems](#)
[Brandkey Systems Corporation](#)
[Brandkey create](#)
[Brandkey deliver](#)
[Brandkey advertise](#)
[Brandkey promote](#)
[Brandkey Systems Corporation](#)
[Brandkey Systems](#)
[Brandkey Create](#)
[Brandkey Deliver](#)
[Brandkey Advertise](#)
[Brandkey Promote](#)
[Multimode Virtual Kiosks](#)
[Product-Specific Virtual Kiosks](#)
[Service-Specific Virtual Kiosks](#)
[Vendor-Specific Virtual Kiosks](#)
[Service-Provider-Specific Virtual Kiosks](#)
[Retailer-Specific Virtual Kiosks](#)
[Industry-Specific Virtual Kiosks](#)
[Corporate-Specific Virtual Kiosks](#)

#### Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Simplex	Simplex	Simplex	Simplex
Complex	Complex	Complex	Complex

#### Industry-Specific Virtual Kiosk

Fig. 46 C6



• Brandkey Systems

• Brandkey Create

• Brandkey Deliver

• Brandkey Advertise

• Brandkey Promote

• Multimode Virtual Kiosks

• Product-Specific Virtual Kiosks

• Service-Specific Virtual Kiosks

• Vendor-Specific Virtual Kiosks

• Service-Provider-Specific Virtual Kiosks

• Retailer-Specific Virtual Kiosks

• Industry-Specific Virtual Kiosks

• Corporate-Specific Virtual Kiosks

Multimode Virtual Kiosk Demonstration Matrix

HTML-Encoded Brandkey(TM) Button	HTML-Encoded Document	HTML-Encoded Image	HTML-Encoded Desktop Icon
Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase	Pre-Post Purchase
Simplex	Simplex	Simplex	Simplex
Complex	Complex	Complex	Complex

Corporate-Specific  
Virtual Kiosk

Multimode Virtual Kiosks Demonstrations Suite - Standard Demonstration Mode

FIG. 46C7

272/1046

273/1046



Brandkey systems

Brandkey Standard Functions

► Network Tutorial

► Login

► Logout

► Forgot Password

► Brandkey Systems

► Brandkey Create

► Brandkey Deliver

► Brandkey Advertise

► Brandkey Promote

Brandkey create

Brandkey deliver

Brandkey advertise

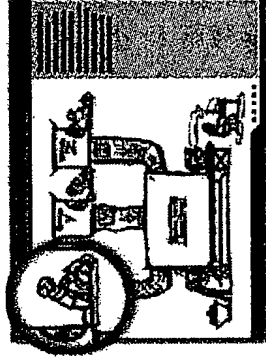
Brandkey promote

Brandkey Standard Functions

## Brandkey Systems Tutorials Suite - Standard Demonstration Mode

### Network Tutorial

Create Interactive Brand Information designed to communicate the essential value and character.



### System Tutorials

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with.

FIG. 46D



Brandkey systems  
Brandkey Systems Corporation  
Launch Control Panel  
for Registering with  
Brandkey Systems  
Network

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

## Brandkey Systems Registration Suite - Standard Demonstration Mode

Brandkey Systems Registration Application

Register with Brandkey Systems

Create Interactive Brand Information Networks designed to communicate the essential value and character.



FIG 46E1

**Brandkey**  
systems

Registration Application

Control Panel for Registering with Brandkey Systems Network

## Standard Demonstration Mode

Control Panel for Registering with Brandkey Systems Network

Create Interactive Brand Information Networks designed communicate essential value and character associated with your branded essential value and character associated essential value and.

Personal Information

Complete the Brandkey System

First Name:	
Middle Name:	

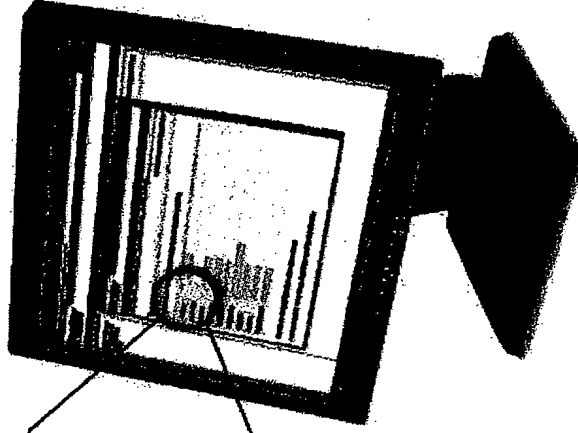


FIG. 46E2

275/1046





Registration Application

Personal Information

Brand Entry Information

Applicant and Relationship

Registration Confirmation

Control Panel for Registering with Brandkey Systems Network

## Standard Demonstration Mode

### Personal Information

Complete the Brandkey Systems Registration Form. Please provide your personal information below.

First Name:

Phone Number:

Middle Initial:

Fax Number:

Last Name:

E-mail Address:

User Name:

Password:

Confirm Password:

Please keep your User Name and Password in a secure location for future use.

If User Name already exists: The User Name you selected already exists. Please select a different one.



FIG. 46E3



Control Panel for Registering with Brandkey Systems Network

Registration Application

System Information / Brand Entity Information / Application Brand Relationship / Registration Confirmation

## Standard Demonstration Mode

### Brand Entity Information

Please identify the consumer product/service brands with which you are associated and the legal owner of the brands. You must provide the full information for each Brand Entity.

Brand Entity Name	Trademark (TM) Service Mark (SM)	Product Descriptor (PD) Service Descriptor (SD)	Category	U.S. Registration No	Brand Owner
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	Automotive	<input type="text"/>	<input type="text"/>

Back

FIG. 46E4

277/1046



Registration Application

Personal Information

Applicant's Brand Relationship

Registration Confirmation

Control Panel for Registering with Brandkey Systems Network

## Standard Demonstration Mode

### Applicant's Brand Relationship

Please specify the nature of your relationship with the owner of the above specified Brand Entities.

- ☐ Here will go the text for this box number 1
- ☐ Here will go the text for this box number 2
- ☐ Here will go the text for this box number 3
- ☐ Here will go the text for this box number 4
- ☐ Here will go the text for this box number 5
- ☐ Here will go the text for this box number 6

Submit

AS 46ES

270/1046



Registration Application

Personal Information    Employment Information    Applicant-Build Relationship    Registration Confirmation

Registration Confirmation


Thank you for completing the Initial Brandkey Systems Registration Application. Your registration information has been forwarded to Brandkey Systems Corporation and you shall be contacted shortly to complete the Application.

**Standard Demonstration Mode**

Control Panel for Registering with Brandkey Systems Network

FIG 46E6

200/1046



- Brandkey systems
- Brandkey create
- Brandkey deliver
- Brandkey advertise
- Brandkey promote

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Brandkey Systems Benefits

- Launch Control Panel for Administering Users
- Launch Control Panel for Administering Accounts
- Launch Control Panel for Administering Ad/Promo Privileges

**User/Account Administration Suite - Standard Demonstration Mode**

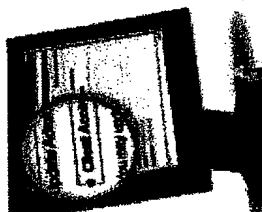
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith


Administer Account Users

Create Interactive Brand Information designed to communicate the essential value and character.



Administer Account

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Set Ad/Promo Shelf Rights

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 46 F



Search/Edit User

Add New User

Control Panel for Administering Users

### Standard Demonstration Mode

Control Panel for Administering Users

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.

Assign available Service access to a Service, then

Brandkey Create

☐ Brand Information

Control Panel

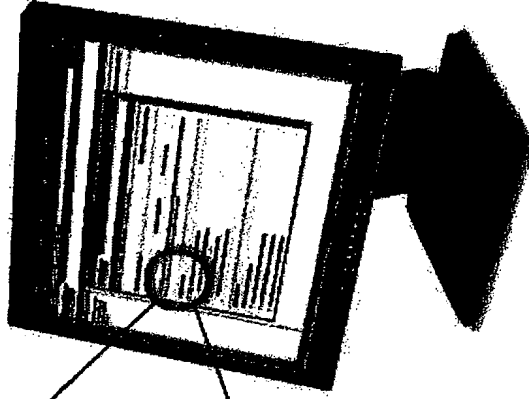


FIG. 46G1

281/1046



Search/Edit User

Add New User

Control Panel for Administering Users

### Standard Demonstration Mode

Search for User

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search by First or Last Name to update information for a User. If you do not enter any search criteria, then you will get a complete list of Users who are assigned to your Client Account.

User's First Name:

User's Last Name:

Search

FIG. 4692

202/1046

10/11/2011

**Equi-Management: People & Assets Right**

**Client Account: DISNEY**

**Cilient Account No: 7145001**

**User Name: John Smith**

**Click on the User Name to update the User Information.**

E-mail Address

**e-mail address here**

**e-mail address here**

**e-mail address here**

**e-mail address here**

**e-mail address here**

203-275-1980

203-275-1980

203-275-1980

44 | 4 Back 1 2 3 4 5 6 7 8 9 10 Next ▶▶

FG 46 G3

283/1046





Search/Edit User

Add New User

Search for User

Batch User

Edit User

Update User

Access Rights

Control Panel for Administering Users

## Standard Demonstration Mode

### Edit User Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the User Information. Click Next to save any changes and view assigned Services.

First Name:

Thomas

Middle Initial:

J.

Last Name:

Perkowski

Phone Number:

203-406-0723

Fax Number:

203-

E-mail Address:

@brandkeysystems.com

User Name:

Thomas

Password:

Perkowski

Active:



Confirm Password:

Perkowski

Back

Next

FIG. 46 G4

202/1046



Control Panel for Administering Users

Search: Edit User

Add New User

Search for User

Edit User Information

Help

## Standard Demonstration Mode

**Update User Access Rights**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Assign available Services to Veibhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

### Brandkey Create

- ☐ Brand Knowledge Network Management Suite contains:
  - » Control Panel for Managing Brand Knowledge Network
- ☐ Brand Building Web Resources Hosting Suite contains:
  - » Control Panel for Hosting Brand Building Web Resources

### Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ☐ » Control Panel for Generating Product-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

☐

[http://www.brandkeysystems.com/btk-systems/la-launch\\_user\\_search-4.html](http://www.brandkeysystems.com/btk-systems/la-launch_user_search-4.html)  
<http://www.brandkeybtk-systems/TMP5jmdtief7ng.htm>

F/G.4695

205/1046

5/1/2003



Search/Edit User

Add New User

System Admin Sales Admin Edit User Admin

Control Panel for Administering Users

## Standard Demonstration Mode

### Update User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Assign available Services to Valbhava Muchhal. If you wish to remove access to any Service, then uncheck it from the list below. If you wish to grant access to a Service, then check it on the list below. Click Update to save your changes.

#### Brandkey Create

☐ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☐ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

#### Brandkey Deliver

Virtual Kiosk Generation Suite contains:

☐ » Control Panel for Generating Product-Specific Virtual Kiosks

☐ » Control Panel for Generating Service-Specific Virtual Kiosks

☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks

☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks

☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks

☐ » Control Panel for Generating Industry-Specific Virtual Kiosks

☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

☐

FIG. 46G.5

286/1046

- ☐ \* Control Panel for Installing Product-Specific Virtual Kiosks
- ☐ \* Control Panel for Installing Service-Specific Virtual Kiosks
- ☐ \* Control Panel for Installing Vendor-Specific Virtual Kiosks
- ☐ \* Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ☐ \* Control Panel for Installing Retailer-Specific Virtual Kiosks
- ☐ \* Control Panel for Installing Industry-Specific Virtual Kiosks
- ☐ \* Control Panel for Installing Corporate-Specific Virtual Kiosks

**Brandkey Advertise**

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
  - \* Control Panel for Managing Advertising Campaigns

**Brandkey Promote**

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
  - \* Control Panel for Managing Promotional Campaigns



287/1046

FIG. 4696



Add New User

THE UNIVERSITY OF CHICAGO

### Content Description

Client Account: DISNEY

**Client Account No: 7145001**

**User Name: John Smith**

Your User information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

**First Name:** John

**Middle Name:**

**Last Name:** Smith

**Phone Number:** 203-555-0777

**Fax Number:** 203-555-0778

**E-mail Address:** jsmith@disney.com

**User Name:** John

**Password:**

**Confirm Password:**  Smith

Active:

**Brandkey Create**

Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

**X Brand Building Web Resources Hosting Suite contains:**

» Control Panel for Hosting Brand Building Web Resources

Fig. 4697

288/1046

209/1046

**Brandkey Deliver**

Virtual Kiosk Generation Suite contains:

- ✓ \* Control Panel for Generating Product-Specific Virtual Kiosks
- X \* Control Panel for Generating Service-Specific Virtual Kiosks
- X \* Control Panel for Generating Vendor-Specific Virtual Kiosks
- X \* Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ \* Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ \* Control Panel for Generating Industry-Specific Virtual Kiosks
- X \* Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ \* Control Panel for Installing Product-Specific Virtual Kiosks
- X \* Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ \* Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ \* Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- X \* Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ \* Control Panel for Installing Industry-Specific Virtual Kiosks
- X \* Control Panel for Installing Corporate-Specific Virtual Kiosks

**Brandkey Advertise**

✓ Virtual Kiosk Advertising Campaign Management Suite contains:

- \* Control Panel for Managing Advertising Campaigns

**Brandkey Promote**

X Virtual Kiosk Promotional Campaign Management Suite contains:

- \* Control Panel for Managing Promotional Campaigns

FIG. 46 G 8





Search/Edit User

Add New User

Standard Demonstration Mode

ADD NEW INFORMATION

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the required information and click Next to add the New User and assign the User access to Services.

First Name:

Middle Initial:

Last Name:

Phone Number:

Fax Number:

E-mail Address:

User Name:

Password:

Confirm Password:



FIG. 46 H1

2901046



Search/Edit User Add New User

Control Panel for Administering Users

## Standard Demonstration Mode

Configure User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Assign Valhava Muchhal access to any available Service by checking it from the list below.

### Brandkey Create

- ☐ Brand Information Network Management Suite contains:
  - » Control Panel for Managing Brand Information Network
- ☐ Brand Building Web Resources Hosting Suite contains:
  - » Control Panel for Hosting Brand Building Web Resources

### Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ☐ » Control Panel for Generating Product-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ☐ » Control Panel for Installing Product-Specific Virtual Kiosks

FIG. 46H2

291/1046



- ☐ \*\* Control Panel for Installing Service-Specific Virtual Kiosks
- ☐ \*\* Control Panel for Installing Vendor-Specific Virtual Kiosks
- ☐ \*\* Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ☐ \*\* Control Panel for Installing Retailer-Specific Virtual Kiosks
- ☐ \*\* Control Panel for Installing Industry-Specific Virtual Kiosks
- ☐ \*\* Control Panel for Installing Corporate-Specific Virtual Kiosks

**■ Brandkey Advertise**

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
  - \*\* Control Panel for Managing Advertising Campaigns

**■ Brandkey Promote**

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
  - \*\* Control Panel for Managing Promotional Campaigns

FIG. 4643

Back

Submit

292/1046



Search/Edit User Add New User

Web User Information Control Panel for Managing Users

Control Panel for Administering Users

## Standard Demonstration Mode

### Confirm User Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The New User, Vaidhava Muchhal has been added. Please review and confirm the User Information below. If any information is not correct, then click Edit to correct and update.

First Name: John  
 Middle Name:  
 Last Name: Smith  
 Phone Number: 203-555-0777  
 Fax Number: 203-555-0778  
 E-mail Address: jsmith@disney.com  
 User Name: John  
 Password: Smith  
 Confirm Password: Smith  
 Active: ☒

### Brandkey Create

☒ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☒ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

FIG 46 H4

293/1046

299/1046

■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Specific Virtual Kiosks
- X » Control Panel for Generating Vendor-Specific Virtual Kiosks
- X » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- X » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- X » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- X » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- X » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

✓ Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

X Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

Edit Confirm

R19. 46 H5



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

# Standard Demonstration Mode

Control Panel for Administering Accounts

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.

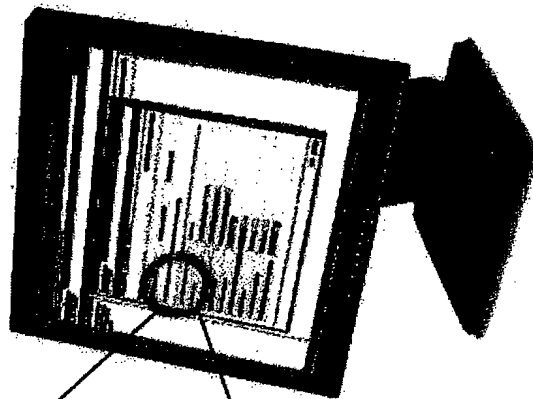
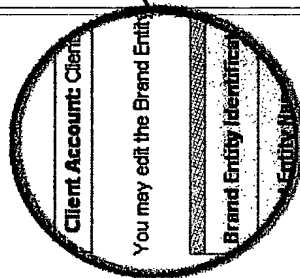


FIG. 46 I 1

295/1046



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may update Client Information here.

Client Name:	<input type="text"/>
Client Address:	<input type="text"/>
City:	<input type="text"/>
State:	All United States <input checked="" type="checkbox"/>
Zip/Postal Code:	<input type="text"/>
Country:	United States <input checked="" type="checkbox"/>
Phone Number:	<input type="text"/>
Fax Number:	<input type="text"/>

E-mail Address:	<input type="text"/>
Company Website:	<input type="text" value="http://"/>
Contact Person:	<input type="text"/>
Contact Phone Number:	<input type="text"/>
Contact Fax Number:	<input type="text"/>
Contact E-mail Address:	<input type="text"/>
MIN:	<input type="text"/>
SPIN:	<input type="text"/>

Submit

FIG. 46 I 2

296/1046



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

## Standard Demonstration Mode

Update Administrator Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may update your Administrator Information here. Click Next to edit your Administrator Access Rights.

First Name:

Middle Initial:

Last Name:

Phone Number:

Fax Number:

E-mail Address:

User Name:

Password:

Confirm Password:



FIG. 46 I 3

297/1046



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Update User Account Rights

# Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

Automotive

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

Brand Manager

Brandkey Create

☐ Brand Knowledge Network Management Suite contains:

» Control Panel for Managing Brand Knowledge Network

☐ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

FIG. 46I4

298/1046



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

## Standard Demonstration Mode

## Update User Access Rights

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit your Administrator Access Rights here. Uncheck any Services to which you no longer wish to have access. Check any Services to which you wish to add access.

## ■ Brandkey Create

☐ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☐ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

## ■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ☐ » Control Panel for Generating Product-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

■

FIG. 46 I 5A

299/1046



- ☐ » Control Panel for Installing Product-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Service-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Industry-Specific Virtual Kiosks
- ☐ » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
  - » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
  - » Control Panel for Managing Promotional Campaigns



FIG. 46I5B



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

## Standard Demonstration Mode

## Control Panel for Administering Accounts

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your Administrator Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

First Name: John  
Middle Name:  
Last Name: Smith  
Phone Number: 203-555-0777  
Fax Number: 203-555-0778  
E-mail Address: jsmith@disney.com  
User Name: John  
Password: Smith  
Confirm Password: Smith  
Active: ☒

## Brandkey Create

☒ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☒ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

FIG. 46I6

301/1046

302/1046

■ Brandkey Deliver

Virtual Kiosk Generation Suite contains:

- ✓ » Control Panel for Generating Product-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Service-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Vendor-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Generating Industry-Specific Virtual Kiosks
- ✗ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

- ✓ » Control Panel for Installing Product-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Service-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Vendor-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Service-Provider-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Retailer-Specific Virtual Kiosks
- ✓ » Control Panel for Installing Industry-Specific Virtual Kiosks
- ✗ » Control Panel for Installing Corporate-Specific Virtual Kiosks

■ Brandkey Advertise

✓ Virtual Kiosk Advertising Campaign Management Suite contains:

- » Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

✗ Virtual Kiosk Promotional Campaign Management Suite contains:

- » Control Panel for Managing Promotional Campaigns

AQ. 46 I 7



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may update the list of Services available to your Client Account here. Uncheck any Services you no longer wish to access. Check any Services to which you wish to add access. Your request for Additional Services will be sent to your Account Manager for review and approval of the requested Services.

### Brandkey Create

☐ Brand Information Network Management Suite contains:

» Control Panel for Managing Brand Information Network

☐ Brand Building Web Resources Hosting Suite contains:

» Control Panel for Hosting Brand Building Web Resources

### Brandkey Deliver

Virtual Kiosk Generation Suite contains:

☐ » Control Panel for Generating Product-Specific Virtual Kiosks

☐ » Control Panel for Generating Service-Specific Virtual Kiosks

☐ » Control Panel for Generating Vendor-Specific Virtual Kiosks

☐ » Control Panel for Generating Service-Provider-Specific Virtual Kiosks

☐ » Control Panel for Generating Retailer-Specific Virtual Kiosks

☐ » Control Panel for Generating Industry-Specific Virtual Kiosks

☐ » Control Panel for Generating Corporate-Specific Virtual Kiosks

Virtual Kiosk Installation Suite contains:

PtG. 46I8

303/1046

- ☐ \* Control Panel for Installing Product-Specific Virtual Kiosk
- ☐ \* Control Panel for Installing Service-Specific Virtual Kiosk
- ☐ \* Control Panel for Installing Vendor-Specific Virtual Kiosk
- ☐ \* Control Panel for Installing Service-Provider Specific Virtual Kiosk
- ☐ \* Control Panel for Installing Retailer-Specific Virtual Kiosk
- ☐ \* Control Panel for Installing Industry-Specific Virtual Kiosk
- ☐ \* Control Panel for Installing Corporate-Specific Virtual Kiosk

■ Brandkey Advertise

- ☐ Virtual Kiosk Advertising Campaign Management Suite contains:
  - \* Control Panel for Managing Advertising Campaigns

■ Brandkey Promote

- ☐ Virtual Kiosk Promotional Campaign Management Suite contains:
  - \* Control Panel for Managing Promotional Campaigns

FIG. 46 I 9





Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

**Update Available Services**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

**Standard Demonstration Mode**

Your request to update your Available Services has been sent to your Account Manager, who will review the request and update your Client Account appropriately.

Once your Services have been updated, you will receive an e-mail from your Account Manager advising you that your request has been approved.

If you requested Additional Services and the request has been approved, then you will need to assign Users to those Services.

If you requested for Services to be removed, then Users' Access Rights to those Services will be automatically removed by the System when those Services are removed from your Client Account.

305/1046

FIG. 46I10



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Wallpaper Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

Add New Brand Entity

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

Brand Manager

Add Trademarks

Next

FIG 46 I 11

306/1046



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

**Add New Brand Entity**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

## Standard Demonstration Mode

Please enter the Brand Entity Information requested below to add a new Brand Entity to your Client Account. Click the Add Trademarks button to add new Trademarks or Servicemarks for the Brand Entity you entered on this screen. If you do not wish to add a new Brand Entity, then click Next to select the Brand Entity you wish to edit

Brand Entity Name:

Product Descriptor (PD):

Service Descriptor (SD):

Product/Service Category:

US Trademark Registration Number:

Legal Owner of Brand Entity:

Year Brand Entity was Established:

Relationship of Administrator to Legal Owner:

Brand Manager

Add Trademarks Next

307/1046





Control Panel for Administering Accounts

Update Company Info

Update Admin Info

Update Available Services

Edit Brand Entity Info

Certify Ad Agents

Certify Promo Agents

## Standard Demonstration Mode

## Add Trademark/Service Mark Portfolio

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the Trademarks for the new Brand Entity added to your Client Account. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please enter the Service Marks for the new Brand Entity added to your Client Account. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Service Mark Portfolio.

Click the Next button to edit existing Brand Entities linked to your Client Account.

## Portfolio of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:

New File-Based Trademark/Service Mark:

Browse

Update

Next

FIG 46 I12



Control Panel for Administering Accounts

Update Company Info < Update Admin Info > Update Available Services > Edit Brand Entity Info > Certify Ad Agents > Certify Promo Agents >

Select Brand Entity

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Brand Entity you wish to edit by clicking on the Brand Entity Identification Number.

Brand Entity Identification Number	Trademark (TM) / Servicemark (SM)	Product Descriptor (PD) / Service Descriptor (SD)	US Trademark / Servicemark Registration No.	Legal Owner of Brand Entity	Relationship of Administrator to Legal Owner
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship
<u>9909930-00939</u>	Here will go the servicemark	Here will go the service description	9909930-00939	legal owner brand	relationship

4 1 4 Back 1 2 3 4 5 Next > >

FIG. 46 I 13

309/1046



Control Panel for Administering Accounts

[Update Company Info](#) | 
 [Update Admin Info](#) | 
 [Update Available Services](#) | 
 [Edit Brand Entity Info](#) | 
 [Certify Ad Agents](#) | 
 [Certify Prom Agents](#)

## Standard Demonstration Mode

**EDIT BRAND ENTITY**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit the Brand Entity Information here. Click Submit to save the changes you make.

Brand Entity Identification Number:

09009876-09

Brand Entity Name:

Here will go the trademark

Product Descriptor (PD):

Here will go the product description

Service Descriptor (SD):

Here will go the service description

Product/Service Category:

Automotive

US Trademark/Service Mark Registration Number:

098909388-098

Legal Owner Brand:

Brand owner

Year Brand Entity was Established:

Name of owner

Relationship of Administrator to Legal Owner:

Brand Manager

Back Submit

FIG. 46 I14

310/1046



Control Panel for Administering Accounts

- Update Company Info
- Update Admin Info
- Update Available Services
- Edit Brand Entity Info
- Certify Ad Agents
- Certify Promo Agents
- New Brand Entity
- Service Mark Entity
- Trademark Entity

Standard Demonstration Mode

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

Please edit the Trademarks for the selected Brand Entity. If the Trademark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Trademark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Trademark Portfolio.

Please edit the Service Marks for the selected Brand Entity. If the Service Mark is textual, then simply enter the text in the appropriate textbox and then click the Update button. If the Service Mark is a Logo, then click the Browse button to search for the corresponding image file, select it, and then click Update to upload the selected image file to the Servicemark Portfolio.

Click the Update button to save your changes.

Portfolio of Trademarks (TM)/Service Marks (SM):

New Text-Based Trademark/Service Mark:	<input type="text"/>
New Image-Based Trademark/Service Mark:	<input type="text"/> <input type="button" value="Browse"/>

FIG. 46 F15

311/1046



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

## Standard Demonstration Mode

### Confirm Brand Entity Information

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Your Brand Entity Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Brand Entity Identification Number: 09009876-09  
 Here will go the brand entity name  
 Product Descriptor (PD): Here will go the product description  
 Service Descriptor (SD): Here will go the service description  
 Product/Service Category: Automotive  
 US Trademark/Service Mark Registration Number: 098909388-098  
 Legal Owner Brand: Brand owner  
 Year Brand Entity was Established: 1921  
 Relationship of Administrator to Legal Owner: Brand Manager  
 Portfolio of Trademarks (TM)/Service Marks (SM):

Edit Confirm

FIG. 46 I 16

312/1046



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

## Standard Demonstration Mode

**Update Certified Registered Advertising Agents**

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Advertising Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Advertising Agents, simply uncheck their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input checked="" type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input checked="" type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input checked="" type="checkbox"/>

**Update Uncertified Registered Advertising Agents**

The following Advertising Agents have not been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Advertising Agents, simply check their Certified status and click the Submit button.

Advertising Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input type="checkbox"/>

FIG. 46 I 17

313/1046



314/1046

FIG. 46 I 18



Control Panel for Administering Accounts

Update Company Info | Update Admin Info | Update Available Services | Edit Brand Entity Info | Certify Ad Agents | Certify Promo Agents

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Promotional Agents have been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To decertify any Promotional Agents, simply uncheck their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input checked="" type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input checked="" type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input checked="" type="checkbox"/>

### Update Uncertified Agents

The following Promotional Agents have not yet been granted permission to use the Brandkey Systems(TM) Network on behalf of your Client Account. To certify any Promotional Agents, simply check their Certified status and click the Submit button.

Promotional Agents	Contact	Phone	E-mail	Certified
Nike	John Smith	203-345-0900	jsmith@nike.com	<input type="checkbox"/>
Compusa	John Smith	203-345-0900	jsmith@compusa.com	<input type="checkbox"/>
IBM	John Smith	203-345-0900	jsmith@ibm.com	<input type="checkbox"/>

FIG. 46 I 19

315/1046





316/1046

FIG. 46 IZO



View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Control Panel for Administering Ad/Promo Privileges

## Standard Demonstration Mode

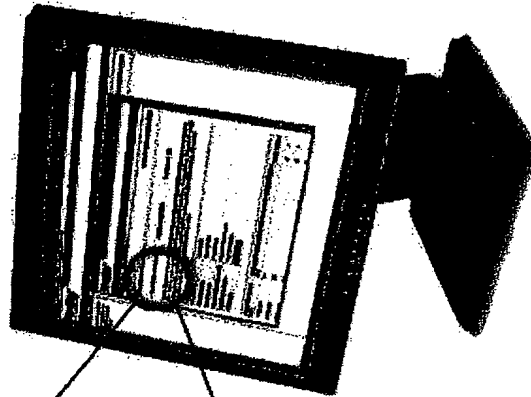
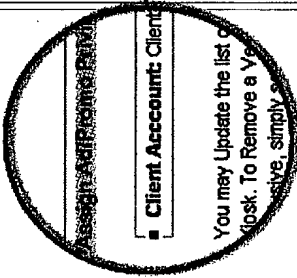
Control Panel for Administering Ad/Promo Privileges

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate essential value and character associated with your branded essential value and character associated essential value and.



317/1046

FIG. 46J1



View/Edit AdPromo Privileges For Installed Virtual Kiosks

Control Panel for Administering AdPromo Privileges

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Virtual Kiosks have been installed. Click on the Virtual Kiosk Serial Number to view detailed information about the Types of Advertisement and Promotion Privileges assigned to the Virtual Kiosk.

Virtual Kiosk Serial Number	Virtual Kiosk Name	Virtual Kiosk Type	Virtual Kiosk Installation Location	Privilege Type
<u>Virtual Kiosk ID 1</u>	Virtual Kiosk name 1	Virtual Kiosk Type 1	Virtual Kiosk Installation Location 1	Privilege Type 1
<u>Virtual Kiosk ID 2</u>	Virtual Kiosk name 2	Virtual Kiosk Type 2	Virtual Kiosk Installation Location 2	Privilege Type 2
<u>Virtual Kiosk ID 3</u>	Virtual Kiosk name 3	Virtual Kiosk Type 3	Virtual Kiosk Installation Location 3	Privilege Type 3
<u>Virtual Kiosk ID 4</u>	Virtual Kiosk name 4	Virtual Kiosk Type 4	Virtual Kiosk Installation Location 4	Privilege Type 4
<u>Virtual Kiosk ID 5</u>	Virtual Kiosk name 5	Virtual Kiosk Type 5	Virtual Kiosk Installation Location 5	Privilege Type 5

Back 1 2 3 4 5 Next

FIG. 46J2

318/1046



View/Edit AdPromo Privileges For Installed Virtual Kiosks

Control Panel for Administering AdPromo Privileges

# Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may Update the list of Vendors and Service Providers who have been assigned Advertisement and Promotional Privileges on the selected Virtual Kiosk. To Remove a Vendor or Service Provider from the list, simply uncheck the Shared checkbox. To make a Vendor's or Service Provider's Privileges exclusive, simply select the Exclusive radio button. To assign more Vendors or Service Providers to the selected Virtual Kiosk, click on the Add Vendor/Service Provider button. Click the Submit button to save your changes.

Virtual Kiosk ID:

Virtual Kiosk Name:

Virtual Kiosk Type:

Virtual Kiosk Installation Location:

Virtual Kiosk Installed By:

Privilege Type:

Virtual Kiosk ID

Virtual Kiosk Name

Virtual Kiosk Type

Virtual Kiosk Installation Location

Virtual Kiosk Installed By

Not Allowed

Vendor/Service Provider Name

Vendor name 1

Vendor name 2

Vendor name 3

Vendor name 4

Vendor name 5

Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)

MIN 1

MIN 2

MIN 3

MIN 4

MIN 5

☒

☒

☒

☒

☒

☐

☐

☐

☐

☐

Shared

Exclusive

44 | 4 Back 1 2 3 4 5 Next > >>

FIG. 46 J3

319/1046

Add vendor

Submit

320/1046

FIG. 46 J4



View/Edit Ad/Promo Privileges For Installed Virtual Kiosks

Control Panel for Administering Ad/Promo Privileges

## Standard Demonstration Mode

[Search for Vendor](#)

☐ Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Kiosk:

Vendor/Service Provider Name:

Manufacturer Identification Number (MIN)/  
Service Provider Identification Number (SPIN):

City:

State:

Zip/Postal Code:

Country:

All United States

United States

[Search](#)

FIG 46 K1

326/1046



View/Edit AdPromo Privileges For Installed Virtual Kiosks

Select Virtual Kiosk Assign AdPromo Privileges

Control Panel for Administering AdPromo Privileges

## Standard Demonstration Mode

Assign Vendors

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Vendors/Service Providers to which you wish to assign Advertisement and Promotion Privileges for the selected Virtual Kiosk. Check the Shared checkbox to assign Shared Privileges. Select the Exclusive radio button to assign Exclusive Privileges for a specific Vendor/Service Provider.

Vendor/Service Provider Name	Manufacturer Identification Number (MIN) / Service Provider Identification Number (SPIN)	No. of Products/Services on Virtual Kiosk	Shared	Exclusive
Vendor Name 1	MIN 1	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 2	MIN 2	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 3	MIN 3	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 4	MIN 4	1000	<input type="checkbox"/>	<input type="radio"/>
Vendor Name 5	MIN 5	1000	<input type="checkbox"/>	<input type="radio"/>

Back 1 2 3 4 5 Next

Submit

FIG. 46 KZ

322/1046

Brandkey systems

Brandkey Create Subsystem

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

Home

About Us

Investors

Careers

Site Map

Contact Us

Help

Login

Tutorials

Brandkey Create

Create

Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded products and services.

PURCHASE LINKS

Back

Next

Brandkey Create Subsystem

FIG. 47A1



324/1046



Brandkey systems

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

Brandkey Create Subsystem Benefits - Standard Demonstration Mode

► Brand Managers

► Advertising Agents

► Promotional Agents

► Full Service Agents

► Marketing Consultants

► Brand Consultants

► Trademark Attorneys

Brandkey Create™ Subsystem employs the latest advances in cognitive science and learning theory to enable brand managers and their team members to simply create and deploy multi-level interactive audio-visual models of product brands represented in the Brand Knowledge Networks.

These Brand Knowledge Networks are constructed upon a network of brand-building information links located at the nodes in the Brand Knowledge Network. Each node in the Network can be encoded with brand-identifying graphics and audio clips selected by the brand manager's team and will build and reinforce the Brand Image intended by the brand management team.

By bolstering the Intended Brand Image associated with each brand entity registered with the Brandkey Systems™ Network, brand management teams can effectively combat the forces of brand-related confusion, erosion and dilution created by marketplace clutter.

The results of delivering Brand Knowledge Networks to consumers at Internet-based touchpoints before, during and after purchases, are:

- (1) consumers learn about and remember what is relevant and important about the particular brand entities represented by the delivered Brand Knowledge Network;
- (2) brand managers build stronger, more powerful brands in the minds and hearts of consumers; and
- (3) stronger, more powerful brands increase the level of influence that brand manager's have along the manufacturer's distribution channels.

FIG. 47AZ

325/1046

[Brandkey systems](#)
[Brandkey create](#)
[Brandkey deliver](#)
[Brandkey advertise](#)
[Brandkey promote](#)

[Brandkey Create Subsystem](#)
[Brandkey Create Subsystem](#)
[Brandkey Create Subsystem](#)
[Brandkey Create Subsystem](#)

[Home](#)
[About Us](#)
[Investors](#)
[Careers](#)
[Site Map](#)
[Contact Us](#)
[Help](#)
[Login](#)

[Brandkey Create Subsystem](#)
[Brandkey Create Subsystem](#)
[Brandkey Create Subsystem](#)

[Launch Control Panel for Managing Brand Information Network](#)

**Brand Information Network Management Suite - Standard Demonstration Mode**

**Manage Branded Products and Services**  
 Create Interactive Brand Information Networks designed to communicate the essential value and character.

**Manage Brand Information Networks**  
 Create Interactive Brand Information Networks designed to communicate the essential value and character.

**Configure Branded Products and Services**  
 Create Interactive Brand Information Networks designed to communicate the essential value and character.

**Client Account: DISNEY**
**Client Account No: 7145001**
**User Name: John Smith**

FIG. 47B1

## Standard Demonstration Mode

Control Panel for Managing Brand Information Network

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

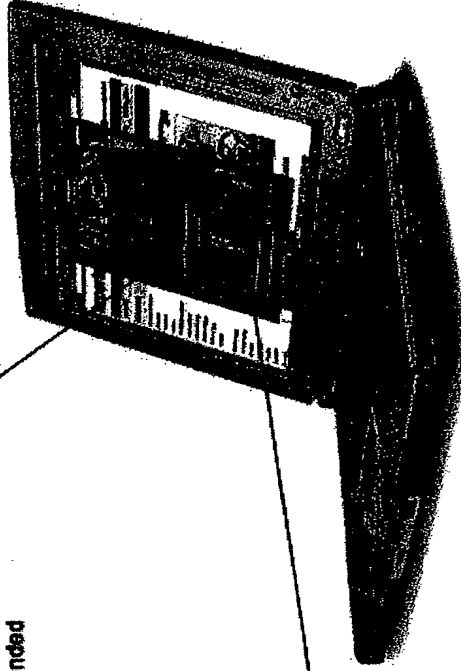
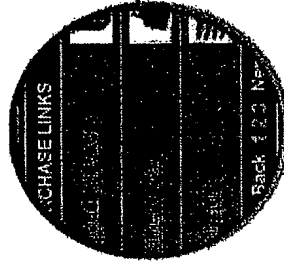


FIG 47B2

326/1046

**Brandkey**  
create

Select Brand Entity

Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

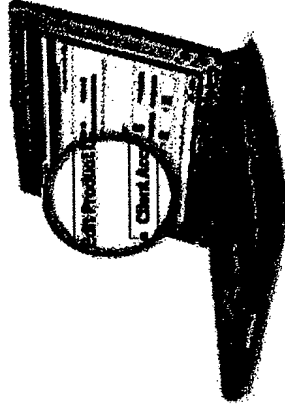
User Name: John Smith

## Standard Demonstration Mode

Control Panel for Managing Brand Information Network

### Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



### Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B3

327/1046



Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Brand Entity: Brand Entity 1

Please select the Brand Entity associated with your Client Account, on which you currently wish to work.

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Control Panel for Managing Brand Information Network

328/1046

Select

FIG. 47B4



Select Brand Entity

Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

### Standard Demonstration Mode

Brand Entity 2 has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

329/1046



FIG. 47B5



Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

### Standard Demonstration Mode

Control Panel for Managing Brand Information Network

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

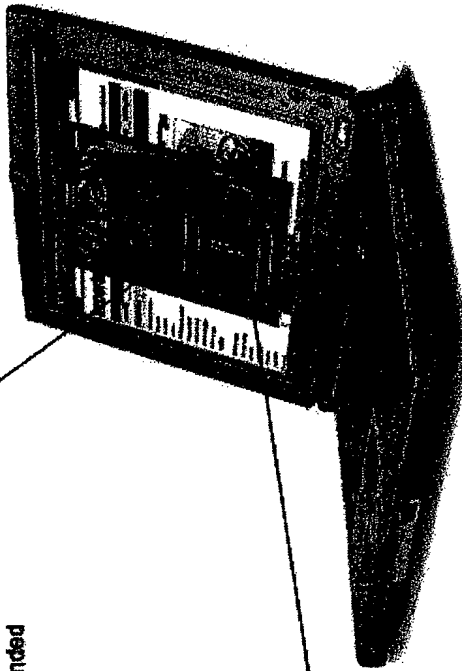
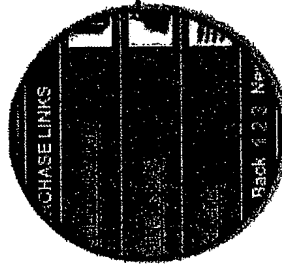


FIG. 47 B6

320/1046



Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Configure Control Panel

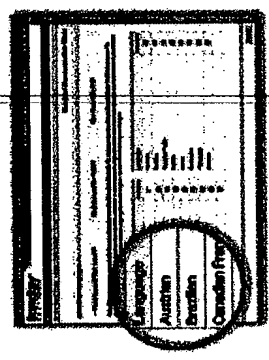
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

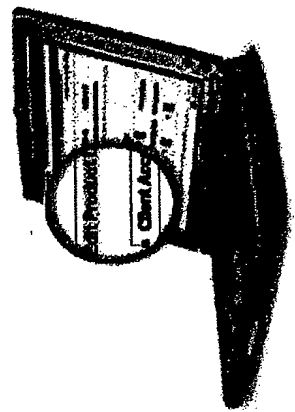


FIG. 47B7

334/1046





Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

### Standard Demonstration Mode

#### Set Number of Active Nodes

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Vendor's Products.

Set the maximum number of Active Nodes that can be displayed in the Brand Information Network for each of the Service Provider's Services.

Maximum Number of Active Nodes: 3

Next

FIG 47B8

332/1046



Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Select Node Indices

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the different indices which you wish to activate for each Node in your Brand Information Networks.

- ☒ Activate Text Support at Node Link-Indexing
- ☒ Activate Node Label Font Link-Indexing
- ☒ Activate Graphic Image Supported at Node Link-Indexing
- ☒ Activate Sound File Supported at Node Link-Indexing
- ☒ Activate Pre/Post-Purchase Type Link-Indexing
- ☒ Activate Brand Identification Link-Indexing
- ☒ Activate Purchase Enabling Link-Indexing
- ☒ Activate Advertisement/Promotion Link-Indexing
- ☒ Activate Brand Value Indication Measurement
- ☒ Activate Brand Value Voting Selection

Next

Fig. 47B9

333/1046







Select Brand Entry

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

Control Panel for Managing Brand Information Network

Import Data String Records

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

### Standard Demonstration Mode

This service will be implemented in a future release.

336/1046

FIG. 47B12



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links | Create New Data String Record | Edit Existing Data String Record

Standard Demonstration Mode

Select Product Data String Record | Search for Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By:

Universal Product Number



Search for the Service Data String Record you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By:

Universal Service Number



Standard Demonstration Mode

Select Product Data String Record | Search for Product Data String Record

FIG. 47B13

337/1046

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Data String you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

Brand Entity Name

- Trek, Ink
- Iomega
- Gatorade
- Nike
- Trek, Ink

Product Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

Brand Entity Name

- Trek, Ink
- Iomega
- Gatorade
- Nike
- Trek, Ink

Service Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Standard Demonstration Mode

Edit Product Data String Record

Edit Service Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may Edit the Product Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.

FIG 47B14

338/1046

Brandkey Create Subsystem

Universal Product Number Type:

Universal Product Number (UPN):

Product Descriptor (PD):

Trademarks (TM):

9909930-00939

Here will go the Product Description

<input type="checkbox"/> Here will go the Trademark		<input type="checkbox"/> Here will go the Trademark
<input type="checkbox"/> Here will go the Trademark		<input type="checkbox"/> Here will go the Trademark
<input type="checkbox"/> Here will go the Trademark		<input type="checkbox"/> Here will go the Trademark

You may edit the Service Data String Information here. Click Update to save your changes. Click Back to return to the Search Results.

Universal Service Number Type:




Universal Service Number (USN):

Service Descriptor (SD):

Service Marks (SM):

9909930-00939

Here will go the Service Description

<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark

Back

Update

FIG. 47B15

339/1046



Standard Demonstration Mode

Confirm Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Your Product Data String Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Product Number Type:

Universal Product Number (UPN):

Product Descriptor (PD):

Trademarks (TM):

Universal Product Number Type

9909930-00939

Here will go the Product Descriptor

Here will go the Trademark

Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



Your Service Data String Information has been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Service Number Type:

Universal Service Number (USN):

Service Descriptor (SD):

Servicemarks (SM):

Universal Service Number Type

9909930-00939

Here will go the Service Descriptor

Here will go the Servicemark

Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark

FIG. H7B16A

349/1046

341/1046

6/16/2003



Here will go the Servicemark

FIG. 47B16B



Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the required Brand-Related Keys (UPN/TM/PD) for the Product Data String Record. Click Add to save the new Product Data String Record to your list of Product Data Strings.

Universal Product Number Type:

Universal Product Number (UPN):

Product Descriptor (PD):

Trademarks (TM):

☐ Here will go the Trademark

☐ Here will go the Trademark

☐ Here will go the Trade Mark

☐ Here will go the Trademark

Enter the required Brand-Related Keys (USN/SM/SD) for the Service Data String Record. Click Add to save the new Service Data String Record to your list of Service Data Strings.

Universal Service Number Type:

Universal Service Number (USN):

Service Descriptor (SD):

312/1046

FIG. 47B7

Brandkey Create Subsystem

ServiceMark (SM):

<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark
<input type="checkbox"/> Here will go the Servicemark		<input type="checkbox"/> Here will go the Servicemark

Add New

Standard Demonstration Mode

Confirm New Product Data String

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The new Product Data String Brand-Related Keys (UPN/TM/PPD) have been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Product Number Type:

Universal Product Number Type

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademarks (TM):




Here will go the Trademark		Here will go the Trademark
Here will go the Trademark		Here will go the Trademark
Here will go the Trademark		Here will go the Trademark

FIG. 47 B18

323/1046

The new Service Data String Brand-Related Keys (USN/SM/SD) have been saved. Please review and confirm the information below. If any information is not correct, then click Edit to correct and update.

Universal Service Number Type:

Universal Service Number (USN):

Service Descriptor (SD):

Service Mark (SM):

Universal Service Number Type

9909930-00939

Here will go the Service Descriptor

Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark



Here will go the Servicemark



Confirm

Edit

3AA/1046

FIG. 47B19



Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

## Standard Demonstration Mode

### Synchronize Data String Reports

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

This service will be implemented in a future release.

315/1046

FIG. 47B20



Select Brand Entry < Configure Control Panel  
Manage Product Data Links Manage Product Data Strings

Control Panel for Managing Brand Information Network

Manage Product Data Links

## Standard Demonstration Mode

Manage Product Data Links

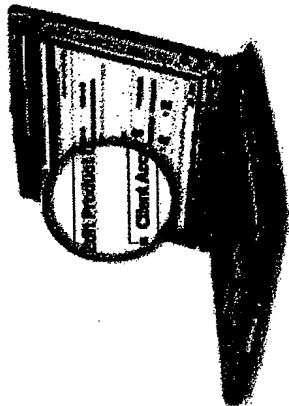
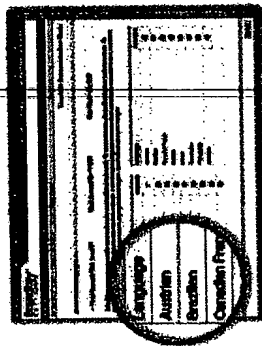
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

### Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.

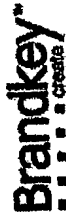


### Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47B21

346 / 1046



Select Brand Entity  
Search/Manage Data Links  
Configure Control Panel  
Manage Product Data Strings  
Create New Data Link Records

Standard Demonstration Mode

Select Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By:

Universal Product Number

Search for the Service Data String Record whose related Data Links (URLs) you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By:

Universal Service Number

Search

Select Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

PAG. 47BZZ

Standard Demonstration Mode

6/16/2003



Brandkey Create Subsystem

Select the Product Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number

- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)

Brand Entity Name

- Trek, Ink
- lomega
- Gatorade
- Nike
- Trek, Ink

Product Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

44 | 4 Back 1 2 3 4 5 Next | 44

Select the Service Data String whose Data Links (URLs) you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number

- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)

Brand Entity Name

- Trek, Ink
- lomega
- Gatorade
- Nike
- Trek, Ink

Service Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

44 | 4 Back 1 2 3 4 5 Next | 44

FIG. 47B23

348/1046



Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Edit the Product Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademarks (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Here will go the Trademark



You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Service Mark (SM):

FIG. 47 B24A

399/1046

Here will go the Servicemark      Here will go the Servicemark

Here will go the Servicemark      Here will go the Servicemark

Here will go the Servicemark      Here will go the Servicemark

ACTIVE      Inactive      All Active Links      All Inactive Links      All Links

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:

Sound File Supported at Node:

Type of Purchase Link: ☐ Pre-Purchase Link    ☐ Post-Purchase Link

Index as Brand Entity Link: ☐ Yes    ☐ No

Index as Purchase Enabling Link: ☐ Yes    ☐ No

Index as Advertisement/Promotional Link: ☐ Advertisement    ☐ Promotion

Enable Advertisement/Promotion Spot Selection: ☐ Advertisement    ☐ Promotion

Data Link Languages:

<input type="checkbox"/> English	<input type="checkbox"/> Spanish	<input type="checkbox"/> French	<input type="checkbox"/> German	<input type="checkbox"/> Japanese
<input type="checkbox"/> Dutch	<input type="checkbox"/> Italian	<input type="checkbox"/> Chinese	<input type="checkbox"/> Danish	<input type="checkbox"/> Austrian
<input type="checkbox"/> Brazilian	<input type="checkbox"/> Canadian French	<input type="checkbox"/> Catalan	<input type="checkbox"/> Finnish	<input type="checkbox"/> Norwegian

FIG. 47B24B

350/1046

Brandkey Create Subsystem

Enable Brand Value Voting:

☒ Portuguese ☒ Swedish

☐ Yes ☐ No

Brand Value Indication Measurement:

☒ ★ ☒ ★★ ☒ ★★★ ☒ ★★★★ ☒ ★★★★★

Active Node:

☒ Yes ☐ No

44 |  1 2 3 4 5  |

351/1046

FIG. 47B24C



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Manage Product Data Links | Edit the Product Data Link Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You may edit the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Update to save your changes. Click Back to select a different Product Data String. Click Next to define the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

You may edit the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Update to save your changes. Click Back to select a different Service Data String. Click Next to define the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Servicemark (SM):

FIG. 47B24D

352/1046

353/1046

6/16/2003

# Brandkey Create Subsystem

Active	INACTIVE	All Active Links	All Inactive Links	All Links
<p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p>	<p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p>			
URL at Node:				
Text at Node:				
Node Label:				
Graphic Image Supported at Node:				
Sound File Supported at Node:				
Type of Purchase Link:	<input type="radio"/> Pre-Purchase Link <input type="radio"/> Post-Purchase Link			
Index as Brand Entity Link:	<input type="radio"/> Yes <input type="radio"/> No			
Index as Purchase Enabling Link:	<input type="radio"/> Yes <input type="radio"/> No			
Index as Advertisement/Promotional Link:	<input type="radio"/> Advertisement <input type="radio"/> Promotion			
Enable Advertisement/Promotion Spot Selection:	<input type="radio"/> Advertisement <input type="radio"/> Promotion			
Data Link Languages:	<input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> French <input type="checkbox"/> German <input type="checkbox"/> Japanese <input type="checkbox"/> Dutch <input type="checkbox"/> Italian <input type="checkbox"/> Chinese <input type="checkbox"/> Danish <input type="checkbox"/> Austrian			

P19. 47B24E

354/1046

6/16/2003

Brandkey Create Subsystem

☐ Brazilian ☐ Canadian French ☐ Catalan ☐ Finnish ☐ Norwegian

☐ Portuguese ☐ Swedish

Enable Brand Value Voting:

☐ Yes ☐ No

Brand Value Indication Measurement:

☐ \* ☐ \*\* ☐ \*\*\* ☐ \*\*\*\* ☐ \*\*\*\*\*

Active Node:

☒ Yes ☐ No

Update

44 | 4 Back 1 2 3 4 5 Next | 11

Back Next

AG. 47B24F



Select Brand Entity

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

Control Panel for Managing Brand Information Network

## Standard Demonstration Mode

EDIT THE PRODUCT DATA LINK RECORD

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below is a list of all the Active Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademarks (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Here will go the Trademark

Below is a list of all the Active Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Service mark (SM):

Here will go the Servicemark



Here will go the Servicemark

FIG. 47B24G

355/1046



Here will go the Servicemark Here will go the Servicemark

Active		Inactive	ALL ACTIVE LINKS		All Inactive Links	All Links
Select Node Label Language:			All		Set	
URL at Node		Text at Node				Active
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>		here will go the text at node				<input type="checkbox"/>
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>		here will go the text at node				<input type="checkbox"/>
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>		here will go the text at node				<input type="checkbox"/>
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>		here will go the text at node				<input type="checkbox"/>
<a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a>		here will go the text at node				<input type="checkbox"/>

Back 1 2 3 4 5 Next

Back Next

FIG. 47B24H

356/1046



Control Panel for Managing Brand Information Network

Select Brand Entry | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

EDITING THE PRODUCT DATA LINK RECORD

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Below is a list of all the Inactive Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademark (TM):

Here will go the Trademark

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Below is a list of all the Inactive Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Servicemark (SM):

FIG. 4 B 24 I

357/1046

35871046

Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark



Active Inactive All Active Links ALL INACTIVE LINKS All Links

Select Data Link Language:



All

URL at Node

<http://www.nike.com/sneakers/pump-all.html>

<http://www.nike.com/sneakers/pump-all.html>

<http://www.nike.com/sneakers/pump-all.html>

<http://www.nike.com/sneakers/pump-all.html>

<http://www.nike.com/sneakers/pump-all.html>

Text at Node

here will go the text at node

here will go the text at node

here will go the text at node

here will go the text at node

here will go the text at node

Active

☐☐☐☐☐

Back 1 2 3 4 5 Next



FIG. 47B 24 J



Select Brand Entity

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

Control Panel for Managing Brand Information Network

Standard Demonstration Mode

Edit the Product Data Link Record Edit the Service Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



Below is a list of all the Data Links (URLs) associated with the selected Service Data String. You may Activate any Data Link (URL) by checking its Active checkbox. You may also Deactivate any Data Link (URL) by unchecking its Active checkbox. You may also click on any one of the Data Links (URLs) to view and edit its detailed information. Click Update to save your changes. Use the tabs below to view different organizations of the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to determine the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

FIG. 47B24K

359/1046

Brandkey Create Subsystem

Servicemark (SM):

Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark

Active

Inactive

All Active Links

All Inactive Links

ALL LINKS

Select Data Link Language:

URL at Node

<http://www.nike.com/sneakers/pump-air.html>

<http://www.nike.com/sneakers/pump-air.html>

<http://www.nike.com/sneakers/pump-air.html>

<http://www.nike.com/sneakers/pump-air.html>

Text at Node

here will go the text at node

here will go the text at node

here will go the text at node

here will go the text at node

Active

☒

☐

☒

☒

Update

44 | < Back 1 2 3 4 5 Next > | >

Back

Next

FIG. 47B24L

360/1046



Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Control Panel for Managing Brand Information Network

## Standard Demonstration Mode

### Selecting Display Schema

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Please select the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

#### Brand Information Network Display Schema:

- ☒ Pre/Post Purchase Display Schema
- ☐ Simplex Display Schema
- ☐ Complex Display Schema

Back Next

FIG. 47B24M

361/1046



Control Panel for Managing Brand Information Network

Select Brand Entry

Configure Control Panel

Manage Product Data Strings

Manage Product Data Links

## Standard Demonstration Mode

### Customize the Display Schema

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Customization options for the selected Display Schema. Click Next to preview your selections.

Background Color:

Background Image:

Node Label Font:

Node Label Font Color:

Browse

Back

Next

FIG. 47 B24N

362/1046



Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Confirm the Display Schema

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the customized Display Schema for the Product Data Links (URLs) associated with the selected Product Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

Please review the customized Display Schema for the Service Data Links (URLs) associated with the selected Service Data String. Click Edit to make further changes. Click Confirm to save this Display Schema design.

place representation of Pre-Post Purchase Display Schema here

363/1046

Edit Confirm

FIG. 47B240





Control Panel for Managing Brand Information Network

Select Brand Entity | Configure Control Panel | Manage Product Data Strings | Manage Product Data Links

Standard Demonstration Mode

Select Product Data String Records | Search for Service Data String Records

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Product Data String Record for which you wish to Add a New Product Data Link (URL). You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By: Universal Product Number

Search for Service Data String Records

Search for the Service Data String Record for which you wish to Add a New Service Data Link (URL). You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By: Universal Service Number

Standard Demonstration Mode

Select Product Data String Record | Search for Service Data String Records

FIG. 47 BZ4P

364/1046

Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	lomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Universal Service Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002
<u>9909930-00939</u>	lomega	Jaz® Discs 2002
<u>9909930-00939</u>	Gatorade	Gatorade USA 2002
<u>9909930-00939</u>	Nike	Just Do It
<u>9909930-00939</u>	Trek, Ink	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Standard Demonstration Mode

Edit the Product Data Link Record

☐ Client Account: DISNEY

Edit the Service Data Link Record

☐ Client Account No: 7145001

User Name: John Smith

Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data String.

FIG. 47B25

365/1046

Brandkey Create Subsystem

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Data String for which you wish to Add a New Product Data Link (URL), by clicking on its Universal Product Number.

Universal Product Number

- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)

Brand Entity Name

- Trek, Ink
- Iomega
- Gatorade
- Nike
- Trek, Ink

Product Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String for which you wish to Add a New Service Data Link (URL), by clicking on its Universal Service Number.

Universal Service Number

- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)
- [9909930-00939](#)

Brand Entity Name

- Trek, Ink
- Iomega
- Gatorade
- Nike
- Trek, Ink

Service Name

- Trek® Cycles 2002
- Jaz® Discs 2002
- Gatorade USA 2002
- Just Do It
- Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Standard Demonstration Mode

Edit the Product Data Link Record

Edit the Service Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the required information for the new Product Data Link Record. Click Add to save the new Product Data Link Record for the selected Product Data

FIG. 47B25

[http://www.brandkeysystems.com/bk\\_create/m\\_control\\_panel\\_link\\_create.html](http://www.brandkeysystems.com/bk_create/m_control_panel_link_create.html)

360/1046

Brandkey Create Subsystem

String.

Universal Product Number (UPN):

Product Description (PD):

Trade Mark (TM):

9909930-00939

Here will go the Product Description

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



Enter the required information for the new Service Data Link Record. Click Add to save the new Service Data Link Record for the Indicated Service Data String.

Universal Service Number (USN):

Service Description (SD):

Service Mark (SM):

9909930-00939

Here will go the Service Description

Here will go the Servicemark



Here will go the Servicemark



Here will go the Servicemark

Here will go the Servicemark

Here will go the Servicemark



URL at Node:

Text at Node:

Node Label:

FIG. 47B26

367/1046

Graphic Image Supported at Node:



Sound File Supported at Node:

Type of Purchase Link:

☐ Pre-Purchase Link ☐ Post-Purchase Link

Index as Brand Entity Link:

☐ Yes ☐ No

Index as Purchase Enabling Link:

☐ Yes ☐ No

Index as Advertisement/Promotion Link:

☐ Advertisement ☐ Promotion

Enable Advertisement/Promotion Spot Selection:

☐ Advertisement ☐ Promotion

Data Link Language:

☐ English ☒ Spanish ☒ French ☒ German ☒ Japanese  
☒ Dutch ☒ Italian ☒ Chinese ☒ Danish ☒ Austrian  
☒ Brazilian ☒ Canadian French ☒ Catalan ☒ Finnish ☒ Norwegian  
☒ Portuguese ☒ Swedish

Enable Brand Value Voting:

☐ Yes ☐ No


Active Node:

☒ Yes ☐ No

FIG 47B27

368/1046

369/1046



Brandkey systems

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

Brandkey Create Subsystem for  
Brandkey Create Subsystem for  
Brandkey Create Subsystem for

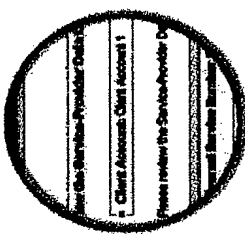
Launch Control Panel for  
Hosting Brand Building  
Web Resources

**Brand Building Web Resources Hosting Suite - Standard Demonstration Mode**

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

**View Branded Products, Services, and Branded Information Networks**

Create Interactive Brand Information Networks designed to communicate the essential value and character.



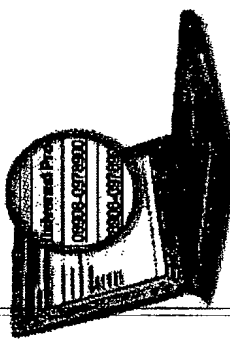


FIG. 47C1

**Brandkey**  
create

Select Brand Entry

Control Panel for Hosting Brand Building Web Resources

## Standard Demonstration Mode

Control Panel for Hosting Brand Building Web Resources

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

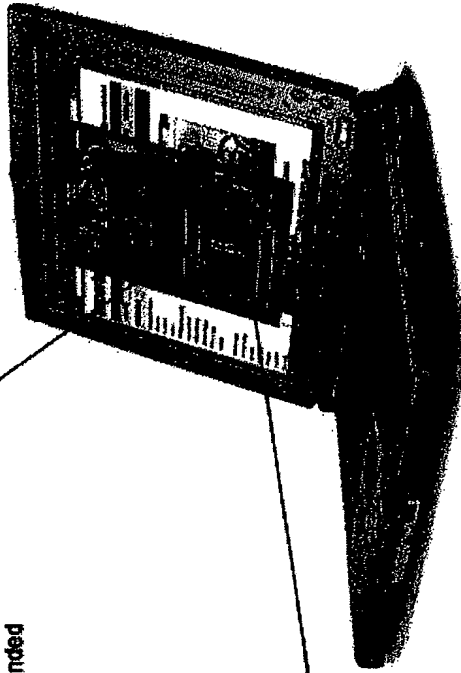
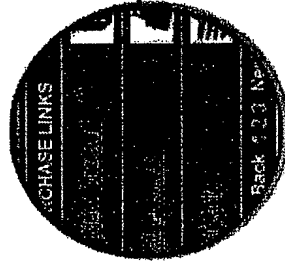


FIG. 47C2

370/1046

**Brandkey**  
..... create

Select Brand Entity

Create Brand Entity

**SELECT BRAND ENTITY**

Client Account: DISNEY

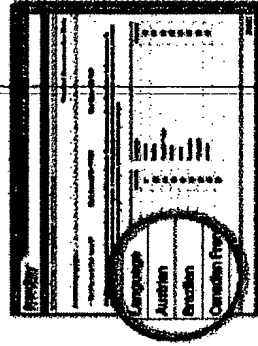
Client Account No: 7145001

User Name: John Smith

## Standard Demonstration Mode

### Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



### Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

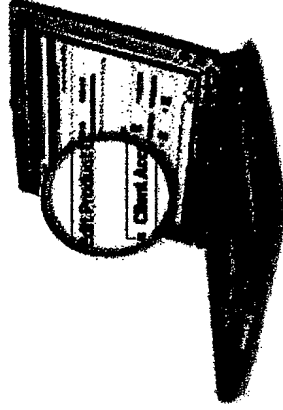


FIG. 47C3

377/1046





Control Panel for Hosting Brand Building Web Resources

Select Brand Entity

Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

### Standard Demonstration Mode

Please select the Brand Entity associated with your Client Account that you currently wish to work on:

Brand Entity : Brand Entity 1

372/1046

Select

FIG. 47C4



Select Brand Entity

Select Brand Entity

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

### Standard Demonstration Mode

The BE1 Brand Entity has been set as your Current Active Brand Entity. You may select a different Brand Entity at any time by clicking on the Select Brand Entity service.

Control Panel for Hosting Brand Building Web Resources

Continue

FIG. 47C5

373/1046



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Control Panel for Hosting Brand Building Web Resources

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

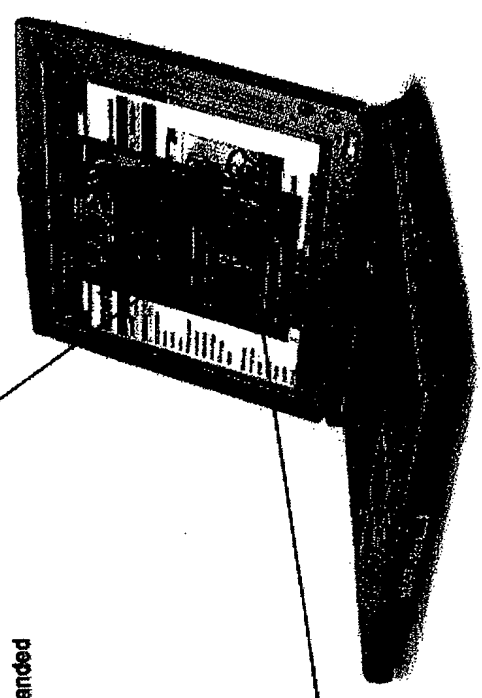
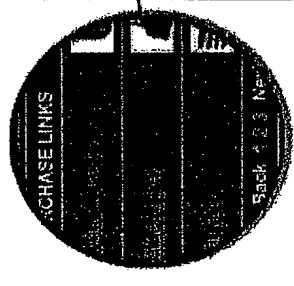


FIG. 47C6

374/1046



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

## Standard Demonstration Mode

Manage Product Data Strings

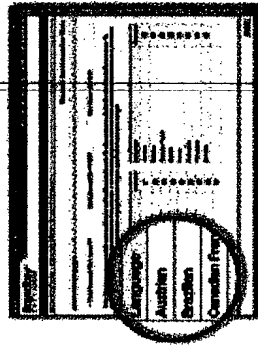
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

### Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



### Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

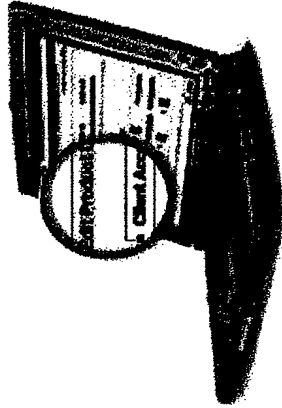


FIG. 47C7

375/1046



Control Panel for Hosting Brand Building Web Resources

Select Brand Entity | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

## Standard Demonstration Mode

Select Product Data String Record | Select Service Data String Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Product Data String Record you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity or Product Name. Enter your search criteria in the text box below, then select the Brandkey Search Parameters from the dropdown list and click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By: Universal Product Number

Search for the Service Data String Record you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity or Service Name. Enter your search criteria in the textbox, select the parameters from the dropdown list and click Search to initiate the Service Data String Search.

Search for Brandkey Data String Record:

By: Universal Service Number

## Standard Demonstration Mode

Select Product Data String Record | Select Service Data String Record

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

FIG. 47C8

376/1046

Select the Product Data String you wish to View by clicking on its Universal Product Number.

Universal Product Number	Brand Entity Name	Product Name
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002
<u>9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u>9909930-00939</u>	Brand Entity Name	Gatorade USA 2002
<u>9909930-00939</u>	Brand Entity Name	Just Do It
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String you wish to view by clicking on its Universal Service Number.

Universal Product Number	Brand Entity Name	Service Name
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002
<u>9909930-00939</u>	Brand Entity Name	Jaz® Discs 2002
<u>9909930-00939</u>	Brand Entity Name	Gatorade USA 2002
<u>9909930-00939</u>	Brand Entity Name	Just Do It
<u>9909930-00939</u>	Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

## Standard Demonstration Mode

View Universal Product Data String View Universal Service Data String

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please review the Product Data String information. Click continue to return to the search results page.

FIG. 47C9

[http://www.brandkeysystems.com/bk\\_create/a\\_control\\_panel\\_string\\_search.html](http://www.brandkeysystems.com/bk_create/a_control_panel_string_search.html)

5/6/2003

377/1046

Universal Product Number (UPN):

Product Description (PD):

Trademarks (TM):

9909930-00939

Here will go the Product Description

Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Please review the Service Data String Information. Click continue to return to the search results page.

Universal Service Number (USN):

Service Description (SD):

Serviceemark (SM):

9909930-00939

Here will go the Service Description

Here will go the Serviceemark



Here will go the Serviceemark

Here will go the Serviceemark



Here will go the Serviceemark

Here will go the Serviceemark



378/1046



FIG. 47C10



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Search New Data Link Records

## Standard Demonstration Mode

Manage Product Data Links

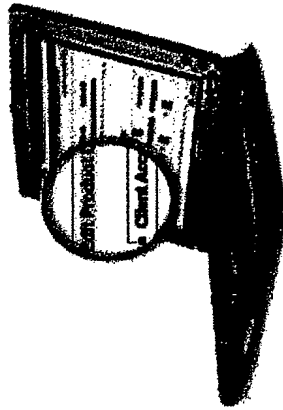
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

### Manage Branded Products and Services

Create Interactive Brand Information Networks designed to communicate the essential value and character.



### Manage Brand Information Networks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

FIG. 47C11

379/1046





Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Product Data String Record:

By: Universal Product Number

Search for the Service Data String Record whose related Data Links (URLs) you wish to View. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Service Data String Record:

By: Universal Service Number

Search

## Standard Demonstration Mode

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

FIG. 47C12

380/1046

Brandkey Create Subsystem

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Product Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Product Number.

Universal Product Number

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

Brand Entity Name	Product Name
Brand Entity Name	Trek® Cycles 2002
Brand Entity Name	Jaz® Discs 2002
Brand Entity Name	Gatorade USA 2002
Brand Entity Name	Just Do It
Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Select the Service Data String Record whose Data Links (URLs) you wish to View, by clicking on its Universal Service Number.

Universal Service Number

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

Brand Entity Name	Service Name
Brand Entity Name	Trek® Cycles 2002
Brand Entity Name	Jaz® Discs 2002
Brand Entity Name	Gatorade USA 2002
Brand Entity Name	Just Do It
Brand Entity Name	Trek® Cycles 2002

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

FIG. 47C13A

301/1046



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry Manage Product Data Strings Manage Product Data Links Manage Information Resources

# Standard Demonstration Mode

View the Product Data Link Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):


Here will go the Service Description


Servicemark (SM):


Fig. 47C13B


382/1046

303/1046

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

ACTIVE Inactive All Active Links All Inactive Links All Links

URL at Node:

Text at Node:

Node Label:

Graphic Image Supported at Node:

Sound File Supported at Node:

Type of Purchase Link:

Index as Brand Entry Link:

Index as Purchase Enabling Link:

Index as Advertisement/Promotional Link:

Enable Advertisement/Promotion Spot Selection:

Node Label Languages:

Pre-Purchase Link Post-Purchase Link

Yes No

Yes No

Advertisement Promotion

Advertisement Promotion

<input checked="" type="checkbox"/> English	Spanish	French	German	Japanese
Dutch	Italian	Chinese	Danish	Austrian
Brazilian	Canadian French	Catalan	Finnish	Norwegian
Portuguese	Swedish			

FIG. 47C13C

Enable Brand Value Voting:

Yes No

Brand Value Indication Measurement:

★ ★★ ★★★★★

Active Node:

Yes No

◀◀ 4 Back 1 2 3 4 5 Next ▶▶

Back Next

304/1046

R19, 47 C13D



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry Manage Product Data Strings Manage Product Data Links Manage Information Resources

Standard Demonstration Mode

View the Product Data Link Record View the Service Data Link Record

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

You may view the Product Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Product Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the Product Data Links (URLs). Click Back to select a different Product Data String. Click Next to view the Display Schema for the Product Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark

Here will go the Trademark



You may view the Service Data Link Record on this page. Use the navigation links at the bottom of the page to scroll to different Service Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the Service Data Link Records (URLs). Click Back to select a different Service Data String. Click Next to view the Display Schema for the Service Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Description


Servicemark (SM):

FIG. 47C13E

305/1046

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark



Here will go the Servicemark  Here will go the Servicemark

Active INACTIVE All Active Links All Inactive Links All Links

URL at Node: <http://www.nike.com/sneakers.html> Node Label

Text at Node: Text at Node Node Label Geometry: square

Node Label: Node Label Node Label Font: Arial

Graphic Image Supported at Node:   Node Label Font Color: Black

Sound File Supported at Node: Pre-Purchase Link

Type of Purchase Link: Yes

Index as Brand Entity Link: Yes

Index as Supply Channel Related Link: Advertisement

Index as Advertise/Promote Link: Yes

Enable Brand Value Voting: ★★★★★

Brand Value Indicator Scale: No

Active Node:

Background Color Background Image Background Sound

FIG. 47C13F

306/1046

Black

Product-Specific  
Virtual Kiosks  
Deploy Schema

Vendor-Specific  
Virtual Kiosks  
Deploy Schema

Retailer-Specific  
Virtual Kiosks  
Deploy Schema

Industry-Specific  
Virtual Kiosks  
Deploy Schema

Pre-Post Purchase

[view](#)

Simplex

[view](#)

Complex

[view](#)

Pre-Post Purchase

[view](#)

44 | 4 Back 1 2 3 4 5 Next | >>

307/1046

FIG. 47C13G





Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

### Standard Demonstration Mode

View the Product Data Link Records

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the Product Data Link information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Here will go the Trademark

44 | < Back 1 2 3 Next > | >>

Please review the Service Data Link information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Service Description


Servicemark (SM):


Fig. 47C13H


[http://www.brandkeysystems.com/bk\\_create/a\\_control\\_panel\\_link\\_search-all-active.html](http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-all-active.html)


6/16/2003

308/1046

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

Here will go the Servicemark  Here will go the Servicemark

44 | 4 Back 1 2 3 Next > >>

Active Inactive ALL ACTIVE LINKS ALL Inactive Links ALL Links

Select Brand Link Language:

URL at Node

http://www.nike.com/sneakers/pump-ai.html  
http://www.nike.com/sneakers/pump-ai.html  
http://www.nike.com/sneakers/pump-ai.html  
http://www.nike.com/sneakers/pump-ai.html  
http://www.nike.com/sneakers/pump-ai.html

Text at Node

here will go the text at node  
here will go the text at node  
here will go the text at node  
here will go the text at node  
here will go the text at node

Active

✓ X ✓ ✓ ✓

44 | 4 Back 1 2 3 4 5 Next > >>

Fig. 47C(3I)

389/1046



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the Product Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Product Data Links. Use the tabs below to view different organizations of the Product Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Product Description

Trademark (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

◀◀ | ◀ Back 1 2 3 Next ▶▶

Please review the Service Data Link Information below. Use the navigation links of the bottom of the page to scroll to different Service Data Links. Use the tabs below to view different organizations of the Service Data Link Records. Click view on the bottom portion of the page to view a sample of the Brand Information Network display on the Virtual Kiosks.

Universal Product Number (UPN):

9909930-00939

Product Description (PD):

Here will go the Service Description

Servicemark (SM):

Fig. 47C135

[http://www.brandkeysystems.com/bk\\_create/a\\_control\\_panel\\_link\\_search-all-inactive.html](http://www.brandkeysystems.com/bk_create/a_control_panel_link_search-all-inactive.html)

6/16/2003

390/1046

391/1046

RIG, 47C13K

Active	Inactive	All Active Links	ALL INACTIVE LINKS	All Links
<p><b>Select Brand Link Language:</b></p> <p><b>URL at Node</b></p> <p><a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a></p> <p><a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a></p> <p><a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a></p> <p><a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a></p> <p><a href="http://www.nike.com/sneakers/pump-air.html">http://www.nike.com/sneakers/pump-air.html</a></p>	<p><b>Text at Node</b></p> <p>here will go the text at node</p> <p>here will go the text at node</p> <p>here will go the text at node</p> <p>here will go the text at node</p> <p>here will go the text at node</p>	<p><b>Active</b></p> <p>✓</p> <p>✗</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p>	<p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p> <p>Here will go the Servicemark</p>



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry

Manage Product Data Strings

Manage Product Data Links

Manage Information Resources

## Standard Demonstration Mode

View the Product Data Link Schema

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below is a list of all the Data Links (URLs) associated with the selected Product Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Product Data String. Click Back to select a different Product Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Product Data String.

Universal Product Number (UPN):

9909930-00939

Product Descriptor (PD):

Here will go the Product Descriptor

Trademarks (TM):

Here will go the Trademark



Here will go the Trademark



Here will go the Trademark



Here will go the Trademark

Here will go the Trademark



Below is a list of all the Data Links (URLs) associated with the selected Service Data String. Use the tabs below to view different organizations of the the Data Links (URLs) associated with the selected Service Data String. Click Back to select a different Service Data String. Click Next to view the Display Schema for the Data Links (URLs) associated with the selected Service Data String.

Universal Service Number (USN):

9909930-00939

Service Descriptor (SD):

Here will go the Service Descriptor

Servicemark (SM):

Here will go the Servicemark



Here will go the Servicemark

FIG. 47 C13L

392/1046

**Here will go the Servicemark      Here will go the Servicemark**



Back Next

393/1046

Fig. 47C13M



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

Standard Demonstration Mode

Manage Information Resources

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: C.125

394/1046

FIG. 47C14



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

## Standard Demonstration Mode

Search for Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Product Data String Record whose related Product Information Resources you wish to View/Edit. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name, or Product Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Product Data String search.

Search for Brandkey Data String Record:

By: Universal Product Number

Search for the Service Data String Record whose related Service Information Resources you wish to View/Edit. You may search by Universal Service Number, Servicemark, Service Descriptor, Brand Entity Name, or Service Name. Enter your search criteria in the text box below, select the Extended Brand-Related Key from the dropdown list, and then click Search to initiate the Service Data String search.

Search for Brandkey Data String Record:

By: Universal Service Number

Search

## Standard Demonstration Mode

Search for Product Data String Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

FIG. 47C15

[http://www.brandkeysystems.com/bk\\_create/a\\_control\\_panel\\_resource\\_manager\\_search.html](http://www.brandkeysystems.com/bk_create/a_control_panel_resource_manager_search.html)

5/6/2003

395/1046



Select the Product Data String Record whose Product Information Resources you wish to View/Edit, by clicking on its Universal Product Number.

Universal Product Number

- 08908-0978900
- 08908-0978901
- 08908-0978902
- 08908-0978903
- 08908-0978904

Brand Entity Name	Product Name
Brand entity name	Product Name
Brand entity name	Product Name
Brand entity name	Product Name
Brand entity name	Product Name
Brand entity name	Product Name
Brand entity name	Product Name

44 | 4 Back 1 2 3 4 5 Next | 44

Select the Service Data String Record whose Service Information Resources you wish to View/Edit, by clicking on its Universal Service Number.

Universal Service Number

- 08908-0978900
- 08908-0978901
- 08908-0978902
- 08908-0978903
- 08908-0978904

Brand Entity Name	Service Name
Brand entity name	Service Name
Brand entity name	Service Name
Brand entity name	Service Name
Brand entity name	Service Name
Brand entity name	Service Name
Brand entity name	Service Name

44 | 4 Back 1 2 3 4 5 Next | 44

FIG. 47C16A

396/1046



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry | Manage Product Data Strings | Manage Product Data Links | Manage Information Resources

## Standard Demonstration Mode

Select Product Information Resource Record | Select Service Information Resource Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Product Information Resource for the selected Product Data String Record.

Select the Service Information Resource you wish to View/Edit by clicking on its URL. Click Add New Information Resource if you wish to add a new Service Information Resource for the selected Service Data String Record.

### URL

<http://www.nike.com/sneakers/pump.html>  
<http://www.nike.com/sneakers/pump.html>  
<http://www.nike.com/sneakers/pump.html>  
<http://www.nike.com/sneakers/pump.html>  
<http://www.nike.com/sneakers/pump.html>

### Node Label

Node Label  
Node Label  
Node Label  
Node Label  
Node Label  
Node Label

### Upload Date

09/05/02  
11/20/02  
12/09/02  
11/20/02  
12/09/02

44 | 4 Back 1 2 3 4 5 Next | >>

Back | Add New Information Resource

FIG. 47C16B



Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Information required below to Upload the Product Information Resource for the selected Product Data String Record. Click the Browse buttons to select the files to Upload.

Enter the Information required below to Upload the Service Information Resource for the selected Service Data String Record. Click the Browse buttons to select the files to Upload.

Product/Service Information Resource File to Upload:

Product/Service Information Resource Supporting Files to Upload:

Product/Service Information Resource Creator/Author:

Product/Service Information Resource Owner:

Date Product/Service Information Resource was Created:

Information Resource

Information Resource

Information Resource

Information Resource

Information Resource

Browse

Browse

Update

Add New

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Confirm Product Information Resource Record

Confirm Service Information Resource Record

FIG. 47C16C

398/1046

The Product Information Resource has been Uploaded. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

The Service Information Resource has been Uploaded. Please review and confirm the Information below. If any Information is not correct, then click Edit to correct and update.

Product/Service Information Resource File to Upload:	Information Resource
Product/Service Information Resource Supporting Files to Upload:	Information Resource
Product/Service Information Resource Creator/Author:	Information Resource
Product/Service Information Resource Owner:	Information Resource
Date Product/Service Information Resource was Created:	Information Resource



399/1046

FIG. 47C16D



Control Panel for Hosting Brand Building Web Resources

Select Brand Entry

Manage Product Data Strings

Manage Product Data Links

Manage Information Resources

## Standard Demonstration Mode

Update Product Information Resource Record

Update Service Information Resource Record

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please fill in the following information to upload the files you wish to use as additional Product Data Links for the Product Data String Record you selected earlier.

Please fill in the following information to upload the files you wish to use as additional Service Data Links for the Service Data String Record you selected earlier.

Information Resource File to Upload:

Information Resource Supporting Files to Upload:

Information Resource Creator/Author:

Information Resource Owner:

Date Created:

Add

FIG. 47C16E

401/1046

6/6/2003

[http://www.brandkeysystems.com/bk\\_deliver/index\\_deliver.html](http://www.brandkeysystems.com/bk_deliver/index_deliver.html)

FIG. 48A1

**Brandkey™**  
deliver

Brandkey systems

Brandkey create

Brandkey deliver

Brandkey advertise

Brandkey promote

Brandkey Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login

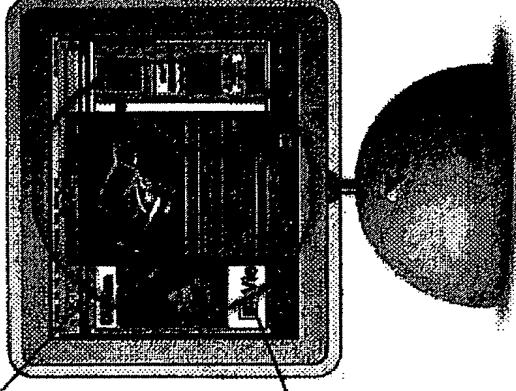
**Tutorials**

• Brandkey Deliver

# Deliver

## Multimode Virtual Kiosks

Deliver Multimode Virtual Kiosks to Consumers at Web-Enabled touchpoints to develop Consumer Brand Knowledge about your branded products and services.



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## Brandkey Deliver Subsystem Benefits - Standard Demonstration Mode

The Brandkey Deliver™ Subsystem enables brand managers, their agents and others to simply generate Java-based multimode Virtual Kiosks for deployment at any consumer Internet-based touch point-using simple point and click operations - without requiring the skills of advanced Java programmers. This Brandkey™ Subsystem enables each and every deployed Virtual Kiosk to be simply activated and deactivated with the click of a control button located on the subsystem's instrumentation console.

Brandkey™  
.....deliver

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 [Contact Us](#) | 
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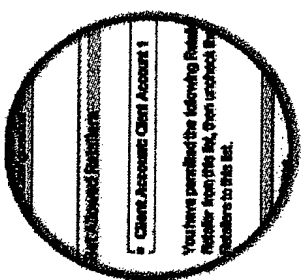
---

[Brandkey systems](#) | 
 [Brandkey create](#) | 
 [Brandkey deliver](#) | 
 [Brandkey advertise](#) | 
 [Brandkey promote](#)

Brandkey Deliver Suite System Path > Virtual Kiosk Installation Steps

## Virtual Kiosk Generation Suite - Standard Demonstration Mode

[ Client Account: DISNEY ]    [ Client Account No: 7145001 ]    [ User Name: John Smith ]



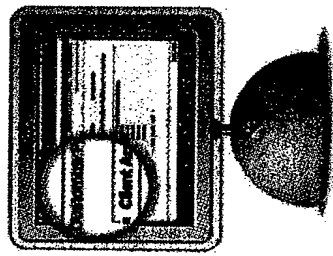
Not Allowed Features:  
Client Account: Client Account 1  
  
You have parallel the following Read Register from the file, then attach it. Additive to this list.

Customize Multi-Mode Virtual Kiosks

Create Interactive Brand Information Networks more designed to communicate the essential value and character more.

### Configure Multi-Mode Virtual Kiosks


Create Interactive Brand Information Networks designed to comm. the essential value and character.



### Deploy Multi-Mode Virtual Kiosks

Create Interactive Brand Information Networks designed to communicate the essential value and character.

- ▶ Launch Control Panel for Generating Product-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Service-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Vendor-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Service-Provider-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Retailer-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Industry-Specific Virtual Kiosks
- ▶ Launch Control Panel for Generating Corporate-Specific Virtual Kiosks







Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific IP-S Virtual Kiosks

## Standard Demonstration Mode

Control Panel for Generating Product Specific IP-S Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create Interactive Brand Information Networks designed to communicate the essential value and character associated with your branded essential value and character associated essential value and.

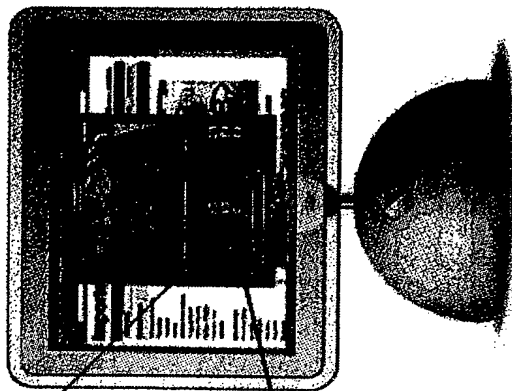
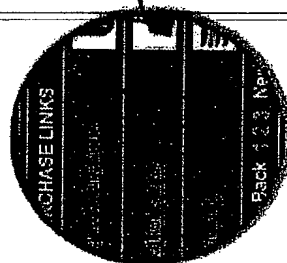


FIG. 48B2

404/10416



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deactivate P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

**Standard Configuration**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

**Standard Demonstration Mode**

Do you wish to create a Product-Specific Virtual Kiosk for all Product Data String Records?

☐ Yes ☐ No

Do you wish to allow installation of Product-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

Next

FIG. 48B3

405/1046



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

## Standard Demonstration Mode

### Set Allowed Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Retailers to install Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > | >>

Back Add Retailers Next

FIG 48B4

406/1046



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

## Standard Demonstration Mode

[Search for Retailers](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Retailers you wish to grant the right to install Product-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to Initiate the Retailer Search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country:

United States

[Back](#) [Search](#)

FIG. 48B5

407/1046



Control Panel for Generating Product Specific (P-3) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

## Standard Demonstration Mode

**Select Retailers**

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Product-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > >>

Back Next

FIG. 48B6

408/1046



Control Panel for Generating Product Specifics (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

## Standard Demonstration Mode

**Set Allowed Industrialists**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Industrialists to install Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | 4 Back 12345 Next | >>

Back Add Industrialist Next

FIG. 48B7

409/1046



Control Panel for Generating Product Specific (P.S.) Virtual Kiosks

Configure P.S. Virtual Kiosks | Create P.S. Virtual Kiosks | Modify P.S. Virtual Kiosks | Deploy P.S. Virtual Kiosks | Activate P.S. Virtual Kiosks

## Standard Demonstration Mode

[Search for Industrialists](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Industrialists you wish to grant the right to install Product-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist Search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

United States

[Back](#) [Search](#)

FIG. 48B8

910/1046



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Product-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > >>



FIG. 48 B9

411/1046





Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks    Create P-S Virtual Kiosks    Modify P-S Virtual Kiosks    Deploy P-S Virtual Kiosks    Activate P-S Virtual Kiosks  
Standard Configuration    **Set Forbidden Domains**

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have Forbidden the following Domains from launching Product-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Forbidden Domain.

Domain Name  
Domain Name 1  
Domain Name 2  
Domain Name 3  
Domain Name 4  
Domain Name 5

Forbidden

<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>

44 | < Back    1 2 3 4 5    Next > | >>

Back    Add Domain    Finish

FIG. 48B10

412/1046



Configure P.S Virtual Kiosks

Create P.S Virtual Kiosks

Modify P.S Virtual Kiosks

Deploy P.S Virtual Kiosks

Activate P.S Virtual Kiosks

Control Panel for Generating Product Specific IP S Virtual Kiosks

## Standard Demonstration Mode

### Add Forbidden Domain

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to forbid, e.g.: www.brandamishngwebsite.com.

Root Domain Name:

Back Next

FIG. 48 B11

413/1046



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

## Standard Demonstration Mode

### Set Product Specific Virtual Kiosk Display Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Display Mode that will be enabled for the Product-Specific Virtual Kiosks you will create in this section:

- ☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- ☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- ☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Next

FIG. 48C1

6/18/2003



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

### Standard Demonstration Mode

[Search for Products](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Identify the Product Data String Records for which an associated Product-Specific Virtual Kiosk will be created. You may search by Universal Product Number, Trademark, Product Descriptor, Brand Entity Name or Product Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Product Search.

Search Criteria:

By: Universal Product Number



[Back](#) [Search](#)

FIG. 48C2

415/1046



Control Panel for Generating Product Specific (P-3) Virtual Kiosks

Configure P-S Virtual Kiosks    Create P-S Virtual Kiosks    Modify P-S Virtual Kiosks    Deactivate P-S Virtual Kiosks    Activate P-S Virtual Kiosks  
 Set Virtual Kiosk Display Mode    Name Virtual Kiosk    Content P-S Virtual Kiosk    Content P-S Virtual Kiosk    Content P-S Virtual Kiosk

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product Data Strings for which an associated Product-Specific Virtual Kiosk will be created.

Universal Product Number (UPN)	Trade Mark (TM)	Product Descriptor (PD)	Selected
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="checkbox"/>

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

Back Next

FIG. 48C3

416/1046



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Name Product Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select a Name for each Product-Specific Virtual Kiosk to be created.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Kiosk Name	P-S Virtual Kiosk Serial Number
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input type="text"/>	0900938-78383

44 | Back 1 2 3 4 5 Next > >>

Back Next

FIG. 48C4

417/1046



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks  
 Start Virtual Kiosk Deployment | Name Virtual Kiosk | Confirm Virtual Kiosk Creation

### Customize Product-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk you wish to Customize by clicking on the Product-Specific Virtual Kiosk Name. When you have finished customizing the Product-Specific Virtual Kiosks, click the Finish button..

#### Product-Specific Virtual Kiosk Name

- [Trek® Cycles 2002](#)
- [Jazz® Discs 2002](#)
- [Gatorade USA 2002](#)
- [Just Do It!](#)
- [Trek® Cycles 2002](#)

#### Product-Specific Virtual Kiosk Serial Number

- 09890-0989
- 09890-0995
- 09890-1001
- 09890-1025
- 09890-0989

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

Next

FIG. 48C5

419/1046



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific IP-S Virtual Kiosks

### Standard Demonstration Mode

#### Customize Product-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Product-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Product-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

#### Customization Options

Product Logo:

Browse

Geometric Layout: square



Surface Texture: Black



Surface Color: Black



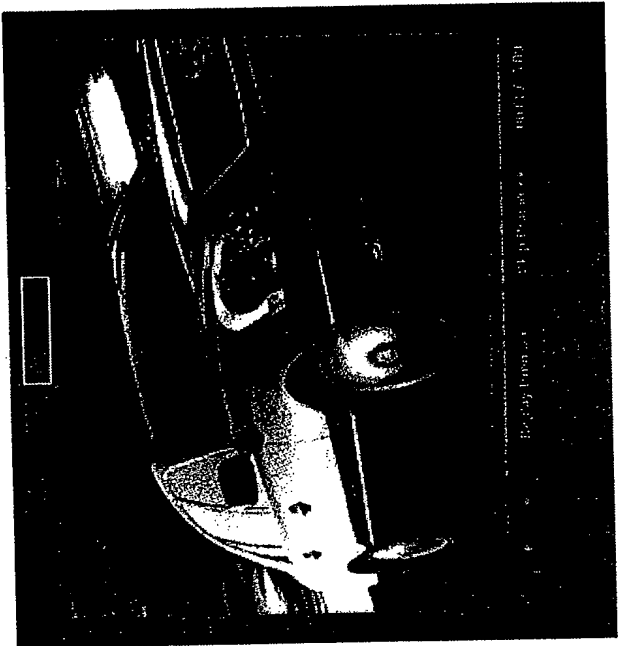
Button Style Set: square



Button Color Set: Black



Virtual Kiosk



Preview

Confirm

FIG. 48C6

419/1046





120/1046

FIG. 48C7



Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

# Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Congratulations, you have created the following Product-Specific Virtual Kiosks. You can now Modify or Deploy these Product-Specific Virtual Kiosks.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	P-S Virtual Kiosk Name	P-S Virtual Kiosk Serial Number
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383
9909930-00939	Here will go the trade mark	Here will go the description of the product.	Here will go the description of the product.	0900938-78383

44 | 4 Back 1 2 3 4 5 Next > | >

FIG. 48 C8

424/1046



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk you wish to Modify by clicking on the Virtual Kiosk Name.

Universal Product Number (UPN)	Trademark (TM)	Product Descriptor (PD)	Product-Specific Virtual Kiosk Name
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<u>Virtual Kiosk name</u>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

FIG. 48D1

422/1046



Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

### Standard Demonstration Mode

Modify the Product-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the Information for the selected Product-Specific Virtual Kiosk. Click Update to save your changes.

Universal Product Number (UPN):

09009876-09

Trademark (TM):

Here will go the Trade Mark

Product Descriptor (PD):

Here will go the Product Description

Product-Specific Virtual Kiosk Name:

Display Mode:

- ☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

- ☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

- ☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Virtual Kiosk Status:

Deployed-Activated

Delete this Kiosk

Back Update

FIG. 48DZ

423/1046



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Product-Specific Virtual Kiosk: (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN):

09009876-09

Trademark (TM):

Here will go the Trade Mark

Product Descriptor (PD):

Here will go the Product Description

Product-Specific Virtual Kiosk Name:

Here will go the Virtual Kiosk Name

Virtual Kiosk Mode:

Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Knowledge Network

Allow Consumer Installation:

✓

Virtual Kiosk Status:

Deployed-Activated



FIG. 48 D3

424/1046



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

## Standard Demonstration Mode

### Modify the Product Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Product-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN):

09009876-09

Trademark (TM):

Here will go the Trade Mark

Product Descriptor (PD):

Here will go the Product Description

Product-Specific Virtual Kiosk Name:

Here will go the Virtual Kiosk Name

Virtual Kiosk Mode:

Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network

Allow Consumer Installation:

✓

Virtual Kiosk Status:

Deployed-Activated

Edit

Confirm

FIG. 48D3

475/1046



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Select Environment

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

## Standard Demonstration Mode

Product-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Product-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Product-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Product-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Product-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Product-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon

Next

FIG. 48E1

926/1046



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks    Create P-S Virtual Kiosks    Modify P-S Virtual Kiosks    Deploy P-S Virtual Kiosks    Activate P-S Virtual Kiosks

### Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID  
9909930-00939  
9909930-00939  
9909930-00939  
9909930-00939  
9909930-00939

Product-Specific Virtual Kiosk Name  
Here will go the description of the retailer.  
Here will go the description of the retailer.  
Here will go the description of the retailer.  
Here will go the description of the retailer.  
Here will go the description of the retailer.

Deploy  
☐  
☐  
☐  
☐  
☐

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Back Next

FIG. 48E2

477/1046





Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product-Specific IP-S Virtual Kiosks

## Standard Demonstration Mode

### Select Product-Specific Virtual Kiosk Language

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Product-Specific Virtual Kiosks.

#### Language

English

Spanish

French

German

Japanese

Dutch

Italian

Chinese

Danish

#### Selected

☐☒☒☒☒☒☒☒

#### Language

Austrian

Brazilian

Canadian French

Catalan

Finnish

Norwegian

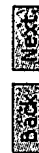
Portuguese

Swedish

#### Selected

☒☒☒☒☒☒☒☒

FIG. 48E3A



4280/1046



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create or Import the document into which you wish to embed the Product-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.

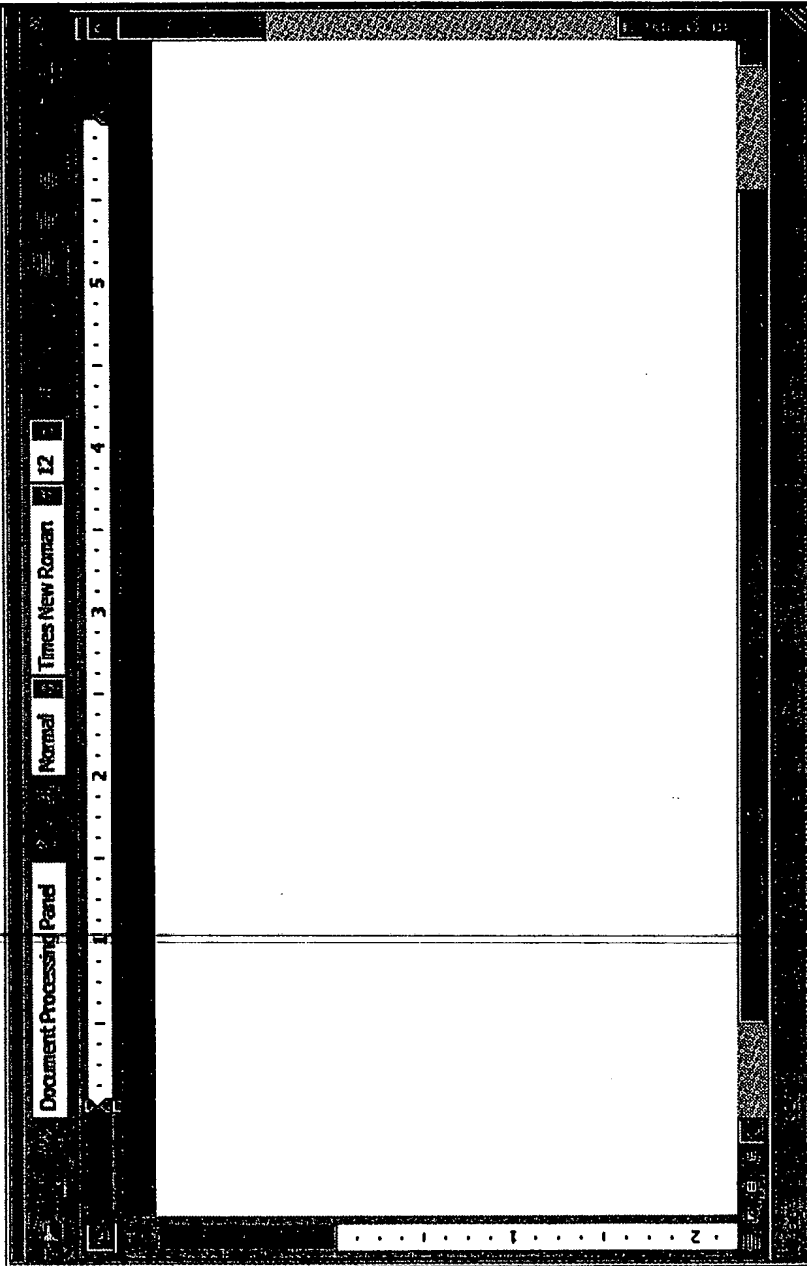


FIG. 48E3B

429/1046

Insert Value (Optional) Here

Back

Import

Create HTML Embedded Document

130/1046

FIG. 48E3C



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

## Standard Demonstration Mode

Select HTML-Embedded Document Format

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

☒ Microsoft Word Document format

☐ Adobe PDF Document format

Back Next

FIG. 48E3D

431/1046



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

### Standard Demonstration Mode

#### Select Product-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | < Back 1 2 3 4 5 Next > | >>

BACK NEXT

R/G.48E3E

132/1046



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Select Product Specific Virtual Kiosk Languages

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

Back Next

FIG. 48E3F

433/1046



Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Standard Demonstration Mode

Upload Images to Generate Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

Back Next

R1G.48E3G

434/1046



Configure P.S Virtual Kiosks

Create P.S Virtual Kiosks

Modify P.S Virtual Kiosks

Deploy P.S Virtual Kiosks

Activate P.S Virtual Kiosks

Control Panel for Generating Product Specific (P.S) Virtual Kiosks

## Standard Demonstration Mode

**Generate HTML Encoded Image**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

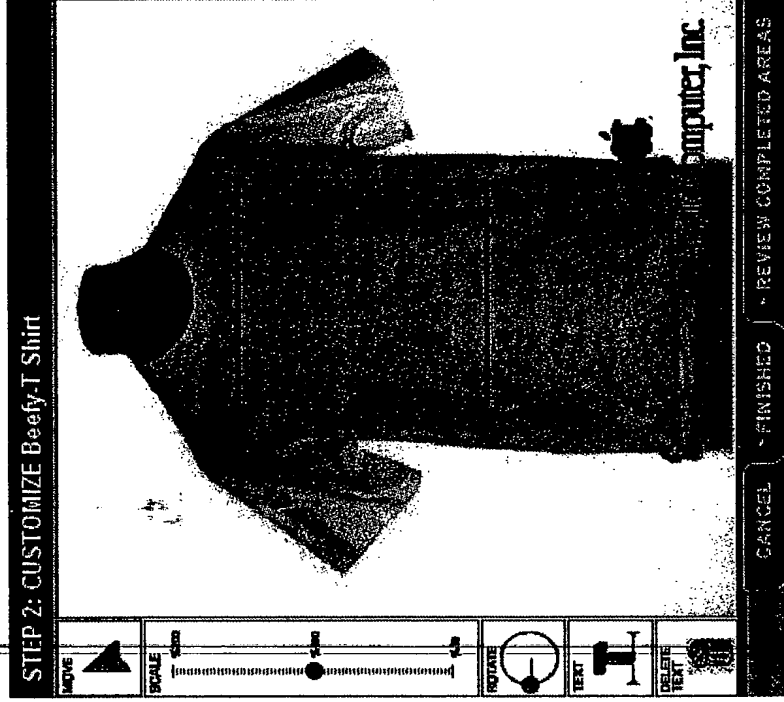


FIG. 48E3H

135/1046





436/1046

R19.48E3I



Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Activate P-S Virtual Kiosks  
Specify Virtual Kiosk | Select Virtual Kiosk |

## Standard Demonstration Mode

Select Virtual Kiosk Image Area

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Product-Specific Virtual Kiosk.

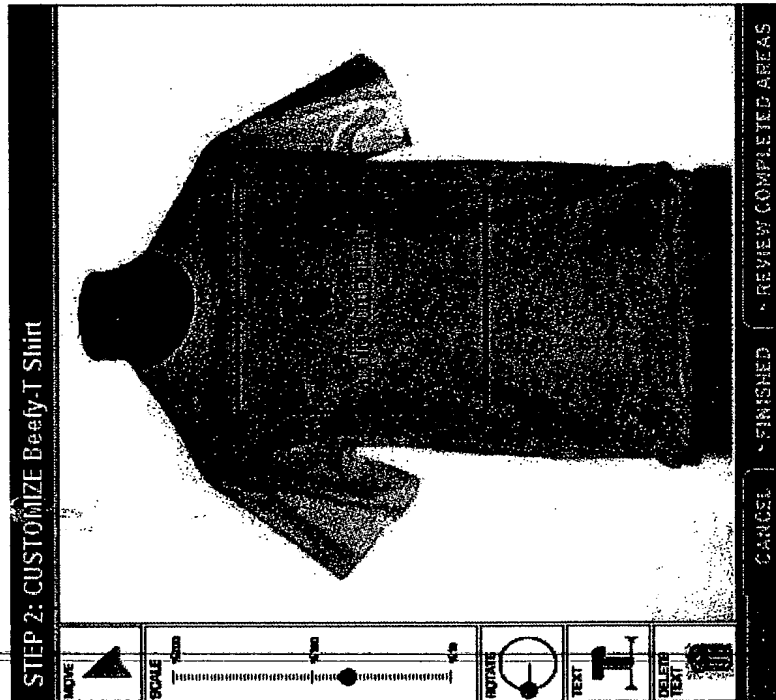


FIG. 48E35

437/1046



939/1046

FIG. 48E3K



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Product-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

9909930-00939

9909930-00939

9909930-00939

9909930-00939

9909930-00939

Product-Specific Virtual Kiosk Name

Here will go the description of the retailer.

Here will go the description of the retailer.

Here will go the description of the retailer.

Here will go the description of the retailer.

Here will go the description of the retailer.

Deploy

☐

☐

☐

☐

☒

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

Back Next

FIG. 48 E3L

439/1046



Control Panel for Generating Product Specific P-S Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

## Standard Demonstration Mode

Select Product Specific Virtual Kiosk Language

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language  
English  
Spanish  
French  
German  
Japanese  
Dutch  
Italian  
Chinese  
Danish

Selected Language  
☐ Austrian  
☒ Brazilian  
☒ Canadian French  
☒ Catalan  
☒ Finnish  
☒ Norwegian  
☒ Portuguese  
☒ Swedish

Selected  
☒  
☒  
☒  
☒  
☒  
☒  
☒

Back Next

RIG 48E3M

440/1046



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product Specific (P-S) Virtual Kiosks

## Standard Demonstration Mode

Upload Image for HTML Encoded Banner

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:



FIG. 48E3-N

441/1046



Activate P-S Virtual Kiosks

**User Name: John Smith**

[illegible]

Disagree

Agree

FIG. 48E4

442 / 1046



Configure P-S Virtual Kiosks

Create P-S Virtual Kiosks

Modify P-S Virtual Kiosks

Deploy P-S Virtual Kiosks

Activate P-S Virtual Kiosks

Control Panel for Generating Product-Specific (P-S) Virtual Kiosks

## Standard Demonstration Mode

### Common Deployment for the Product-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The selected Product-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Product-Specific Virtual Kiosks for Installation, you must first Activate them.

FIG. 48E5

443 / 1046





Control Panel for Generating Product Specific (P-S) Virtual Kiosks

Configure P-S Virtual Kiosks | Create P-S Virtual Kiosks | Modify P-S Virtual Kiosks | Deploy P-S Virtual Kiosks | Activate P-S Virtual Kiosks

Control Panel for Activating Product Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Activate/Deactivate Deployed Product-Specific Virtual Kiosks

The Product-Specific Virtual Kiosks listed below have been Deployed. You can Activate any of these Product-Specific Virtual Kiosks by checking its Active checkbox. To Deactivate any Product-Specific Virtual Kiosk, simply uncheck its Active checkbox. Click Update to save your changes.

Product-Specific Virtual Kiosk Serial Number	Product-Specific Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

Activate

FIG. 48 F1

444/1046



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

## Standard Demonstration Mode

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.135

445/1046

FIG. 48G1



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

## Standard Demonstration Mode

### Set Standard Configuration

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Do you wish to create a Service-Specific Virtual Kiosk for all Service Data String Records?

☐ Yes ☐ No

Do you wish to allow installation of Service-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No



FIG. 48G2

446/1046



Configure S-S Virtual Kiosks  
Standard Configuration

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deactivate S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Retailers to install Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > >>

Back Add Retailers Next

FIG. 48G3

447 / 11046



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks    Create S-S Virtual Kiosks    Modify S-S Virtual Kiosks    Deploy S-S Virtual Kiosks    Activate S-S Virtual Kiosks

Standard Demonstration Mode

Search for Retailers

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Search for Retailers you wish to grant the right to install Service-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Retailer Search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country: United States

Back    Search

FIG. 4864

949 / 1046



Configure S-S Virtual Kiosks  
Set Standard Configuration

Create S-S Virtual Kiosks  
Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks  
Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

### Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Retailers matched your Search Criteria. Check the Add Retailer checkbox to grant the Retailer the right to install Service-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

4 | 4 Back 1 2 3 4 5 Next > >>

Back Next

FIG. 4865



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks    Create S-S Virtual Kiosks    Modify S-S Virtual Kiosks    Deploy S-S Virtual Kiosks    Activate S-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have permitted the following Industrialists to install Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > | >>

Back    Add Industrialist    Next

FIG. 4856

450/1046



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deactivate S-S Virtual Kiosks | Activate S-S Virtual Kiosks

### Standard Demonstration Mode

[Search for Industrialists](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for Industrialists you wish to grant the right to install Service-Specific Virtual Kiosks associated with your Client Account. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist Search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

United States

[Back](#) [Search](#)

FIG. 4867

451/1046





Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks    Create S-S Virtual Kiosks    Modify S-S Virtual Kiosks    Dea by S-S Virtual Kiosks    Activate S-S Virtual Kiosks

Service Specific Configuration    Select Industrialist    Select Virtual Kiosk    Select Service Specific    Select Service Specific

## Standard Demonstration Mode

### Select Industrialist

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Industrialists matched your Search Criteria. Check the Add Industrialist checkbox to grant the Industrialist the right to install Service-Specific Virtual Kiosks associated with your Client Account. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > | >>

Back Next

FIG. 4868

452/1046



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

## Standard Demonstration Mode

See Forbidden Domains

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have Forbidden the following Domains from launching Service-Specific Virtual Kiosks associated with your Client Account. If you wish to remove a Forbidden Domain from the list, then uncheck the Forbidden checkbox. Click Finish to save your changes. Click Add Domain to add another Forbidden Domain.

Domain Name  
Domain Name 1  
Domain Name 2  
Domain Name 3  
Domain Name 4  
Domain Name 5

Forbidden

☒ ☒ ☒ ☒ ☒

Back 1 2 3 4 5 Next

Back Add Domain Finish

FIG. 4869

[http://www.brandkeysystems.com/bk\\_deliver/m-launch-service-configure-8.html](http://www.brandkeysystems.com/bk_deliver/m-launch-service-configure-8.html)

[file:///F:/www/brandkey/bk\\_deliver/TFMP/5224hej87h.htm](file:///F:/www/brandkey/bk_deliver/TFMP/5224hej87h.htm)

5/7/2003

453/1046



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

**Add Forbidden Domain**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

**Standard Demonstration Mode**

Enter the Root Domain Name you wish to add to the Forbidden Domain List. Click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to forbid. e.g.: www.brandamishingwebsite.com.

Root Domain Name:

454/1046



FIG. 48G10



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Virtual Kiosks

Standard Demonstration Mode

Service Specific Virtual Kiosk Display Mode

☐ Client Account: DISNEY

☐ Client Account No: 7145001

☐ User Name: John Smith

Please select the Display Mode that will be enabled for the Service-Specific Virtual Kiosks you will create in this section:

- ☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- ☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
- ☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Next

FIG. 48H1

455/1046



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks  
See Virtual Kiosk Sample Page | Name | Virtual Kiosk | Brand | Service | Virtual Kiosk | Campaign | Virtual Kiosk | Create

### Standard Demonstration Mode

#### Search for Services

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Identify the Service Data String Records for which an associated Service-Specific Virtual Kiosk will be created. You may search by Universal Service Number, Service Mark, Service Descriptor, Brand Entity Name or Service Name. Enter your search criteria in the textbox, select the Brand-Related Key from the dropdown list and click search to initiate the Service Search.

Search Criteria:

By: Universal Service Number



FIG 48H2

156/1046



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deactivate S-S Virtual Kiosks | Activate S-S Virtual Kiosks

# Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service Data Strings for which an associated Service-Specific Virtual Kiosk will be created.

## Universal Service Number (USN)

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

## Service Mark (SM)

- Here will go the service mark
- Here will go the service mark
- Here will go the service mark
- Here will go the service mark
- Here will go the service mark

## Service Descriptor (SD)

- Here will go the description of the service.
- Here will go the description of the service.
- Here will go the description of the service.
- Here will go the description of the service.
- Here will go the description of the service.

## Selected

- ☐
- ☐
- ☐
- ☐
- ☐

44 | < Back 1 2 3 4 5 Next > | >>

Back Next

FIG. 48H3

457/11046



Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deactivate S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

## Standard Demonstration Mode

Name Service Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select a Name for each Service-Specific Virtual Kiosk to be created.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Kiosk Name	S-S Virtual Kiosk Serial Number
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	<input type="text"/>	0900938-78383
9909930-00939	Here will go the trade service	Here will go the description of the service.	<input type="text"/>	0900938-78383

44 | < Back 1 2 3 4 5 Next > | >>

Back Next

FIG. 48H4

158/1046



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks < Create S-S Virtual Kiosks Modify S-S Virtual Kiosks Activate S-S Virtual Kiosks  
 Set Virtual Kiosk Display Mode Launch Virtual Kiosk Name Virtual Kiosk Serial Number Virtual Kiosk Serial Number

## Standard Demonstration Mode

### Customize Service-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service-Specific Virtual Kiosk you wish to Customize by clicking on the Virtual Kiosk Name. When you have finished customizing the Service-Specific Virtual Kiosks, click the Finish button..

#### Service-Specific Virtual Kiosk Name

Trek® Cycles 2002  
 Jaz® Discs 2002  
 Gatorade USA 2002  
 Just Do It!  
 Trek® Cycles 2002

#### Service-Specific Virtual Kiosk Serial Number

09890-0989  
 09890-0995  
 09890-1001  
 09890-1025  
 09890-0989

<< < Back 1 2 3 4 5 Next > >>

Finish

FIG. 48H5

959 / 1046





Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Service-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Service-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

### Customization Options

Service Logo:



Geometric Layout: square



Surface Texture: Black



Surface Color: Black



Button Style Set: square



Button Color Set: Black



Virtual Kiosk

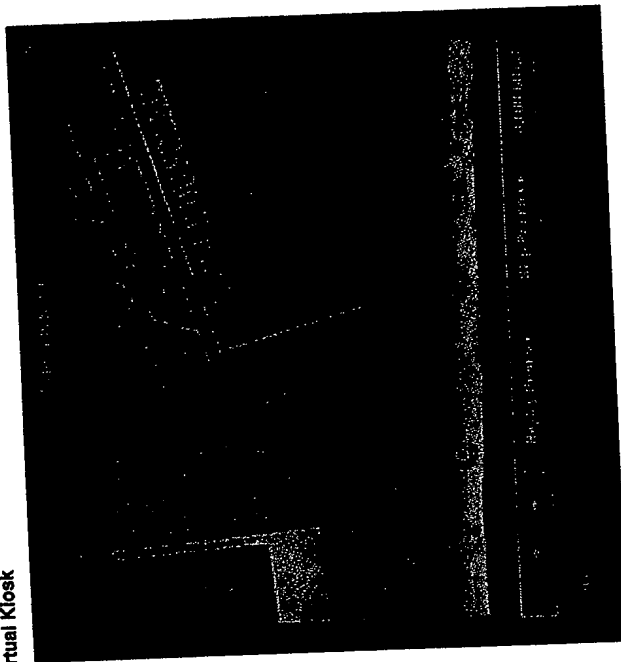


FIG. 48H6



461/1046

FIG. 48H7

6/18/2003



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

### Standard Demonstration Mode

Confirm Creation of Service-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Congratulations, you have created the following Service-Specific Virtual Kiosks, you can now Modify or Deploy these Service-Specific Virtual Kiosks.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	S-S Virtual Kiosk Name	S-S Virtual Kiosk Serial Number
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383
9909930-00939	Here will go the service mark	Here will go the description of the service.	Here will go the description of the service.	0900938-78383

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶▶

FIG. 48 H8

462/1046



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select the Service-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk you wish to Modify by clicking on the Virtual Kiosk Name.

Universal Service Number (USN)	Service Mark (SM)	Service Descriptor (SD)	Service-Specific Virtual Kiosk Name
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>
9909930-00939	Here will go the service mark	Here will go the description of the service.	<u>Virtual Kiosk name</u>

Back 1 2 3 4 5 Next

403/1046

FIG. 48I1



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

## Standard Demonstration Mode

Modify the Service-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the information for the selected Service-Specific Virtual Kiosk. Click Update to save your changes.

Universal Product Number (UPN):

09009876-09

Service Mark (SM):

Here will go the Service Mark

Service Description (SD):

Here will go the Service Description

Virtual Kiosk Name:

Virtual Kiosk Mode:

☒ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Virtual Kiosk Status:

Deployed-Activated

Deploy the Kiosk

Back Update

FIG. 4812

464/1646



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Select Virtual Kiosk

Standard Demonstration Mode

Modifying Service Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Service-Specific Virtual Kiosk: [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update.

Universal Product Number (UPN): 09009876-09  
Service Mark (SM): Here will go the Service Mark  
Service Description (SD): Here will go the Service Description  
Virtual Kiosk Name: Here will go the Virtual Kiosk Name  
Virtual Kiosk Mode: Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network  
Virtual Kiosk Status: Deployed-Activated

465/1046

Edit | Confirm

FIG. 48 I 3



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Delete S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Service-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Service-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Service-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Service-Specific Virtual Kiosk from any web page once the image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Service-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Service-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon



FIG. 48J1

466/1046



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > >>



FIG. 48J2

467/1046





Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select Service Specific Virtual Kiosk Language

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

- Language
- English
  - Spanish
  - French
  - German
  - Japanese
  - Dutch
  - Italian
  - Chinese
  - Danish

- Language
- Austrian
  - Brazilian
  - Canadian French
  - Catalan
  - Finnish
  - Norwegian
  - Portuguese
  - Swedish

- Selected
- ☐
  - ☒
  - ☒
  - ☒
  - ☒
  - ☒
  - ☒
  - ☒

Back Next

FIG. 48J3A

460/1046



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID  
9909930-00939  
9909930-00939  
9909930-00939  
9909930-00939  
9909930-00939

Service-Specific Virtual Kiosk Name  
Here will go the description of the retailer.  
Here will go the description of the retailer.  
Here will go the description of the retailer.  
Here will go the description of the retailer.  
Here will go the description of the retailer.

Deploy  
☐  
☐  
☐  
☐  
☐

44 | < Back 1 2 3 4 5 Next > | >>

Back Next

FIG. 48T3B

469/1046



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

## Standard Demonstration Mode

Select Product Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

479/1046

Back Next

R1G.48T3C



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (S-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create or import the document into which you wish to embed the Service-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in Word format to load correctly.

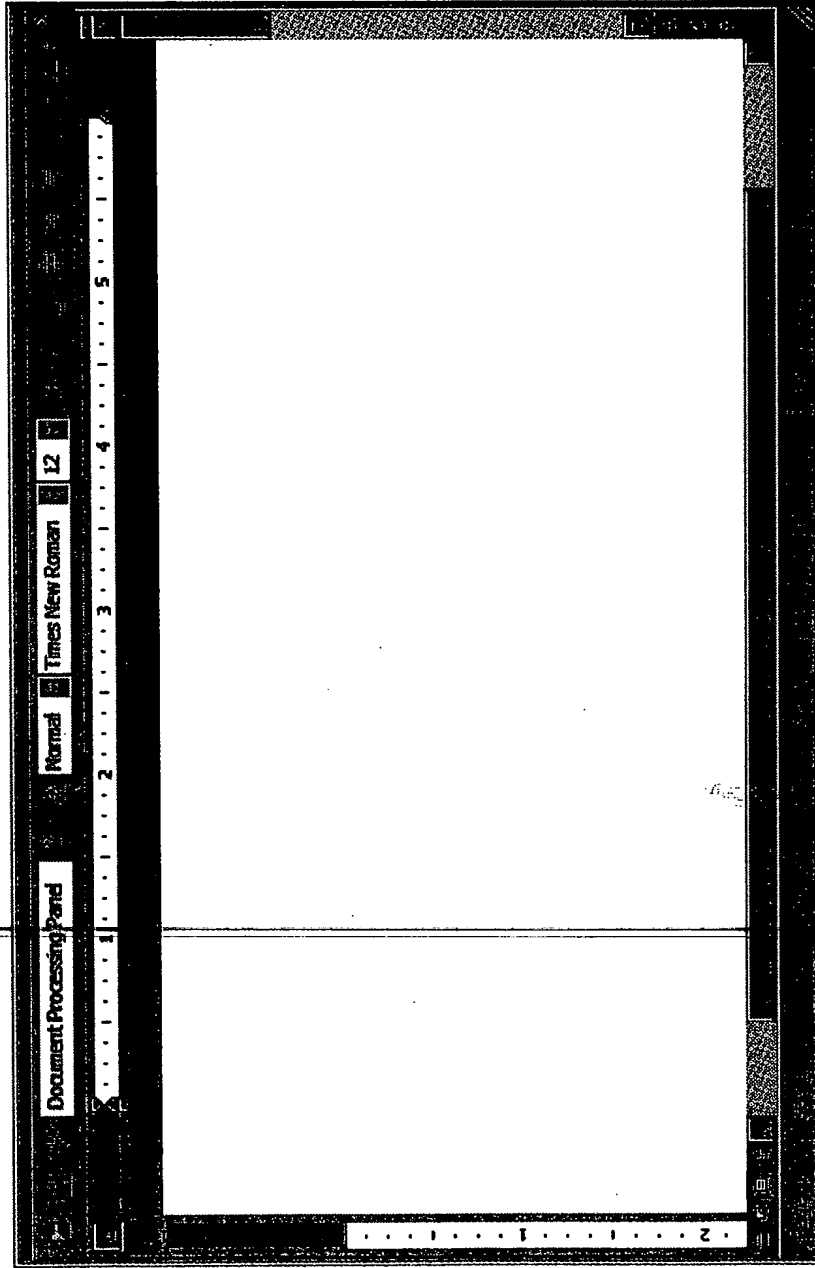


FIG. 48J3D

471/1046

Insert Virtual Host Tag into HTML Document

Back

Import

Create HTML Embedded Document

472/1046

FIG. 48J3E



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Select HTML-Embedded Document Format

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- ☒ Microsoft Word Document format
- ☐ Adobe PDF Document format

Back Next

FIG. 4853F

483/1046



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | 4 Back 1 2 3 4 5 Next | 44

Back Next

FIG. 48T39

474/1046



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

### Language

English  
Spanish  
French  
German  
Japanese  
Dutch  
Italian  
Chinese  
Danish

### Selected

☐ ☒ ☒ ☒ ☒ ☒ ☒ ☒ ☒

### Language

Austrian  
Brazilian  
Canadian French  
Catalan  
Finnish  
Norwegian  
Portuguese  
Swedish

### Selected

☒ ☒ ☒ ☒ ☒ ☒ ☒

475/1046

Back Next

R19.48J3H





Central Panel for Generating Service Space(s) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

Standard Demonstration Mode

Upload Images to the HTML-Encoded Image

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

476 / 1046

Back Next

FIG. 4853H



Configure S-S Virtual Kiosks

Specify Virtual Kiosks

Create S-S Virtual Kiosks

Collect Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service Specific (3-S) Virtual Kiosks

### Standard Demonstration Mode

#### Create HTML-Encoded Images

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

STEP 2: CUSTOMIZE Beefy-T Shirt

MOVE

SCALE

ROTATE

TEXT

DELETE

CANCEL

FINISHED

REVIEW COMPLETED AREAS

477/1046

FIG. 48 J 3 I

Back

Next

470/1046

FIG. 48J 3J



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

## Standard Demonstration Mode

Select a Client Account to Launch the Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Service-Specific Virtual Kiosk.

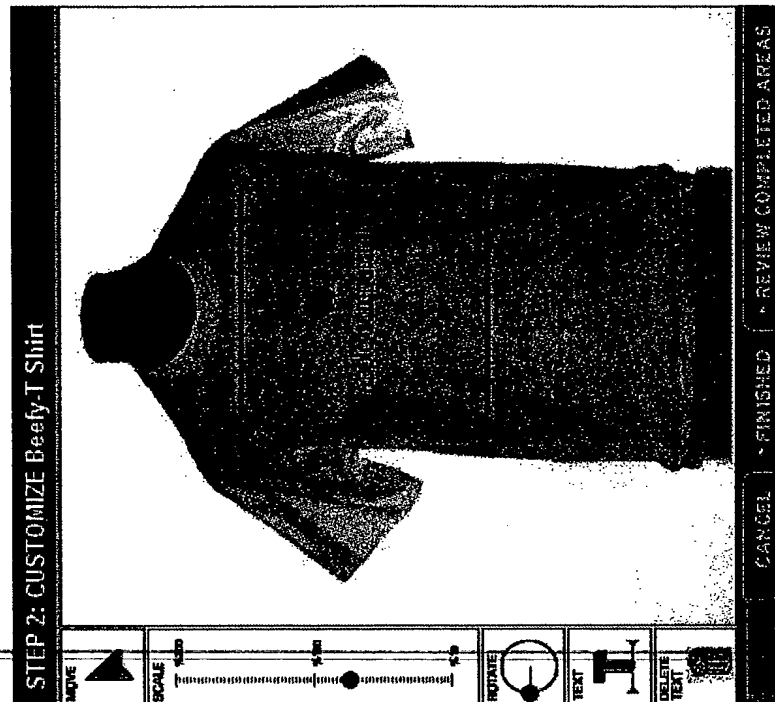


FIG. 48J3K

479/1046



400/1046

FIG. 48J3L



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>
9909930-00939	Here will go the Service-Specific Virtual Kiosk Name	<input type="radio"/>

44 | < Back 1 2 3 4 5 Next > >>

481/1046



FIG. 48 J3M



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Specific Virtual Kiosks.

- Language
- English
- Spanish
- French
- German
- Japanese
- Dutch
- Italian
- Chinese
- Danish

- Selected
- ☐
- ☒
- ☒
- ☒
- ☒
- ☒
- ☒
- ☒
- ☒

- Language
- Austrian
- Brazilian
- Canadian French
- Catalan
- Finnish
- Norwegian
- Portuguese
- Swedish

- Selected
- ☒
- ☒
- ☒
- ☒
- ☒
- ☒
- ☒
- ☒

Back

Next

FIG. 48J3N

482/1046



Configure S-S Virtual Kiosks

Create S-S Virtual Kiosks

Modify S-S Virtual Kiosks

Deploy S-S Virtual Kiosks

Activate S-S Virtual Kiosks

Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

### Standard Demonstration Mode

Upload Image for HTML Encoded Banner

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

Back Next

FIG. 48530

4837  
1046





Confirm CS Virtual Kiosks	Create CS Virtual Kiosks	Modify CS Virtual Kiosks	Deploy CS Virtual Kiosks	Activate CS Virtual Kiosks
---------------------------	--------------------------	--------------------------	--------------------------	----------------------------

# THE NEW YORK PUBLIC LIBRARY

Client Account No: 7145001

**User Name: John Smith**

[illegible]

AGA/1046

Agree Disagree

FIG. 48J4



Control Panel for Generating Service-Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

### Standard Demonstration Mode

Control Panel for Deploying Service-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Service-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Service-Specific Virtual Kiosks for installation, you must first Activate them.

405/1046

FIG. 48J5



Control Panel for Generating Service Specific (S-S) Virtual Kiosks

Configure S-S Virtual Kiosks | Create S-S Virtual Kiosks | Modify S-S Virtual Kiosks | Deploy S-S Virtual Kiosks | Activate S-S Virtual Kiosks

### Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

#### Virtual Kiosk ID

Here will go the VK ID

Here will go the VK ID

Here will go the VK ID

Here will go the VK ID

Here will go the VK ID

#### Virtual Kiosk Name

Here will go the service name

Here will go the service name

Here will go the service name

Here will go the service name

Here will go the service name

#### Active

☒☐☐☐☐

44 | 4 Back 1 2 3 4 5 Next | >>

4000/1046



FIG. 48 K1



Configure V-S Virtual Kiosks

Create V-S Virtual Kiosks

Modify V-S Virtual Kiosks

Deploy V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

## Standard Demonstration Mode

Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.139

96711046

FIG. 48L1



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deactivate V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Set Standard Configuration

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Do you wish to create a Vendor-Specific Virtual Kiosk for all registered Brands?

☐ Yes ☐ No

Do you wish to allow for creation of custom Vendor-Specific Virtual Kiosks?

☐ Yes ☐ No

By default do you wish to allow installation of Vendor-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

FIG. 48L2



488/1046



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deactivate V-S Virtual Kiosks | Activate V-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected to allow the following Retailers to install Vendor-Specific Virtual Kiosks you create. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | < Back | 1 2 3 4 5 | Next > | >>

Back | Add Retailers | Next

FIG. 48L3

4891/1046



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

## Standard Demonstration Mode

**Search for Retailers**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Retailers you wish to add to the list of Retailers allowed to install Vendor-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the retailer search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country:

FIG. 48L4

490/1046



Configure V/S Virtual Kiosks

Create V/S Virtual Kiosks

Modify V/S Virtual Kiosks

Deploy V/S Virtual Kiosks

Activate V/S Virtual Kiosks

Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

## Standard Demonstration Mode

### Select Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Retailers matched your search criteria. Check the Add Retailer to add the Retailer to the list of Retailers allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

BACK NEXT

FIG. 4825

491/1046





Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

### Standard Demonstration Mode

[Set Allowed Industrialists](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected to allow the following Industrialists to install Vendor-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

◀ ◀ Back 1 2 3 4 5 Next ▶ ▶

Back Add Industrialist Next

FIG. 48L6

492/1046



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks  
Get Help | Contact Us | About Us | Privacy Policy | Terms of Service | Feedback

## Standard Demonstration Mode

### Search for Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to install Vendor-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

United States

Back Search

FIG. 48L7

493/1046



Control Panel for Generating Vendor Specific (V/S) Virtual Kiosks

Configure V/S Virtual Kiosks | Create V/S Virtual Kiosks | Modify V/S Virtual Kiosks | Deploy V/S Virtual Kiosks | Activate V/S Virtual Kiosks

## Standard Demonstration Mode

Select Industrialist

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Vendor-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

Back Next

FIG. 48L8

4941  
1046



Control Panel for Generating Vendor Specific V-S Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

## Standard Demonstration Mode

**FORBIDDEN DOMAINS**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have chosen to Forbid the following Domains from launching your Vendor-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name  
Domain Name 1  
Domain Name 2  
Domain Name 3  
Domain Name 4  
Domain Name 5

Forbidden

☒ ☒ ☒ ☒ ☒

44 | 4 Back 1 2 3 4 5 Next > >>

Back Add Domain Finish

FIG. 48L9

495/11046



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Add Forbidden Domain

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

### Standard Demonstration Mode

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

496/1046

Back Next

FIG. 48L10



Control Panel for Generating Vendor Specific (V.S) Virtual Kiosks

Configure V.S Virtual Kiosks | Create V.S Virtual Kiosks | Modify V.S Virtual Kiosks | Deploy V.S Virtual Kiosks | Activate V.S Virtual Kiosks

Select Vendor Specific Virtual Kiosk Display Mode

### Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the display mode that will be assigned to the Vendor-Specific Virtual Kiosks you will be creating in this section:

- ☒ Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- ☐ Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- ☐ Single-Mode Display featuring the Brand Information Network

Next

FIG. 48M1

997/1046



Control Panel for Generating Vendor-Specific (V-3) Virtual Klasses

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
------------------------------	---------------------------	---------------------------	---------------------------	-----------------------------

## Standard Demonstration Mode

## Search for Brain Eaters

**Client Account: DISNEY**

**Client Account No: 7145001**

**User Name: John Smith**

Search for the Brand Entities associated with your Client Account which you wish to add to the Vendor-Specific Virtual Kiosk. The Product Data String Records associated with the selected Brand Entities will be available for display in the Vendor-Specific Virtual Kiosk. You may search for Brand Entities by Trademark, Product Descriptor or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown list, and then click the Search button to initiate the Brand Entity Search.

### Search Criteria:

By: Trademark

Back Search

FIG. 48M2

490/ 1046



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities which you wish to add to the Vendor-Specific Virtual Kiosk.

Brand Entity	Brand Entity Owner	Trademark (TM)	Product Descriptor (PD)	No. of Products	Add to Kiosk
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>

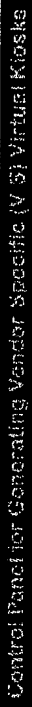
Back 1 2 3 4 5 Next

Back Next

FIG. 48M3

4991  
1046





<a href="#">Configure V-S Virtual Kiosks</a>	<a href="#">Create V-S Virtual Kiosks</a>	<a href="#">Modify V-S Virtual Kiosks</a>	<a href="#">Deed by N-S Virtual Kiosks</a>	<a href="#">Activate V-S Virtual Kiosks</a>
<a href="#">Get Virtual Kiosk Display Models</a>	<a href="#">Delete V-S Displays</a>	<a href="#">Set Brand</a>	<a href="#">All Virtual Kiosks</a>	<a href="#">Common Link List Creation</a>

## NAME (VENDOR), SPECIFIC VENDOR BLOCK:

Client Account: DISNEY

Client Account No: 7145001

**User Name: John Smith**

**Name the Vendor-Specific Virtual Kiosk you have just created.**

**Vendor-Specific Virtual Kiosk Serial Number**

**Here will go the virtual kiosk ID**

**Vendor-Specific Virtual Kiosk Name**

\_\_\_\_\_

**Back**    1 2 3 4 5    **Next**

[Back](#) [Next](#)

FIG. 48M4

500/1046



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks  
 Set Virtual Kiosk Display Mode | Select Virtual Kiosk | Name Virtual Kiosk | Confirm Virtual Kiosk Creation

## Standard Demonstration Mode

### Customize Vendor-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Vendor-Specific Virtual Kiosk click the Next button.

Vendor-Specific Virtual Kiosk Name  
 Trek@Cycles 2002

Vendor-Specific Serial Number  
 09890-0989

501/1046

FIG. 48M5

[http://www.brandkeysystems.com/bk\\_deliver/m\\_launch\\_vendor\\_create-5.html](http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_create-5.html)  
[http://www.brandkeybk\\_deliver/MP7jskejs.htm](http://www.brandkeybk_deliver/MP7jskejs.htm)



5/7/2003



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks  
Set Virtual Kiosk Display Mode | Select Brand | Name Virtual Kiosk | Generate Vendor-Specific Virtual Kiosk | Confirm V-S Virtual Kiosk Creation

Standard Demonstration Mode

Customize Vendor-Specific Virtual Kiosk


Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Customize your Vendor-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Vendor-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options


Vendor Logo: 

Geometric Layout:  square

Surface Texture:  Black

Surface Color:  Black

Button Style Set:  square

Button Color Set:  Black

Virtual Kiosk

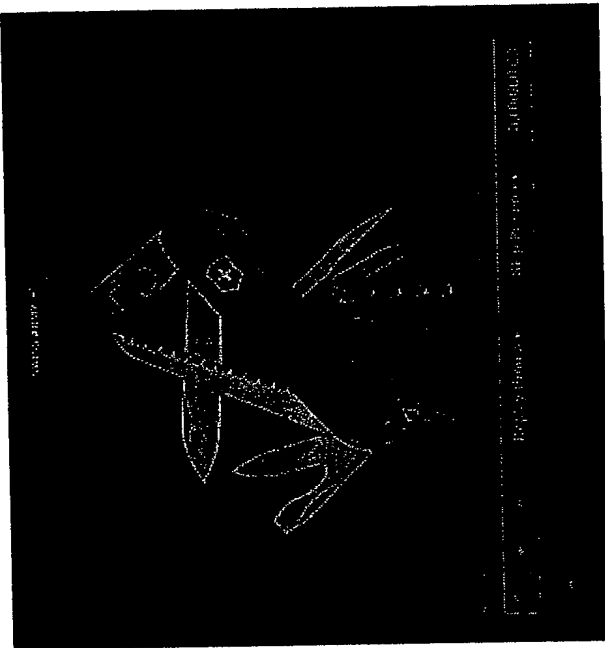






FIG. 48M6

502/1046



503/1046

FIG. 48 M7



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks

Create V-S Virtual Kiosks

Modify V-S Virtual Kiosks

Deploy V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Standard Demonstration Mode

Confirm Creation of Vendor Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Congratulations, you have created the following Vendor-Specific Virtual Kiosks, you can now Modify or Deploy these Vendor-Specific Virtual Kiosks.

Vendor-Specific Virtual Kiosk Name	Vendor-Specific Virtual Kiosk Serial Number
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383

44 | ◀ Back 1 2 3 4 5 Next ▶▶▶

504/1046

FIG. 48M8



Central Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Vendor-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosks ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	X
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	X

44 | ◀ Back | 1 2 3 4 5 | Next ▶▶

505/1046

FIG. 48N1



Configure V/S Virtual Kiosks

Create V/S Virtual Kiosks

Modify V/S Virtual Kiosks

Deactivate V/S Virtual Kiosks

Activate V/S Virtual Kiosks

Control Panel for Generating Vendor-Specific V/S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode:

☐ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation:

☒ Yes ☐ No

Virtual Kiosk Status:

Deployed-Activated

Deactivate this Kiosk

Update Brands

Update

Back

Fig. 48N2

6/18/2003

506' 1046



Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Standard Demonstration Mode

Modify Vendor Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Vendor-Specific Virtual Kiosk (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09  
Virtual Kiosk Name: Virtual Kiosk Name  
Virtual Kiosk Mode: Promo-Spot Display Mode  
Allow Retailer Installation: Yes  
Allow Industrialist Installation: No  
Allow Consumer Installation: Yes  
Virtual Kiosk Status: Deployed-Activated

5671 1046

Edit | Update Brands | Confirm

FIG. 48N3





Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

### Standard Demonstration Mode

**EDIT BRANDS ENTITY LIST**

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the list of Brand Entities assigned to the Vendor-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > | ▶▶

Add Brand

Finish

FIG. 48N4

508/1046



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Search for Brand Entities

### Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities to add to the Vendor-Specific Virtual Kiosks. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: TradeMark

509/1046



FIG. 48N5



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Select Brand Entity

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities to add to the Vendor-Specific Virtual Kiosks.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > | >>

515/1046



FIG. 48N7



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Vendor-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here

ID: 0944930-9388399

Mode: Ad-Spot Display Mode

### List of Brand Entities

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.

◀ Back 1 2 3 4 5 Next ▶▶



FIG. 48N8

514/1046



Configure V-S Virtual Kiosks
Create V-S Virtual Kiosks
Modify V-S Virtual Kiosks
Deploy V-S Virtual Kiosks
Activate V-S Virtual Kiosks

Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

## Standard Demonstration Mode

### Select Launch Environment

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Vendor-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Vendor-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Vendor-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Vendor-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Vendor-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Vendor-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon

FIG. 4801



5/7/1046



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Select Vendor-Specific Virtual Kiosk(s)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Select the Vendor-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Vendor-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Back Next

FIG. 4802

513 / 1046



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

514/1046

Back Next

FIG. 4803A



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Create HTML5 Encoded Document

# Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or Import the document into which you wish to embed the Vendor-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.

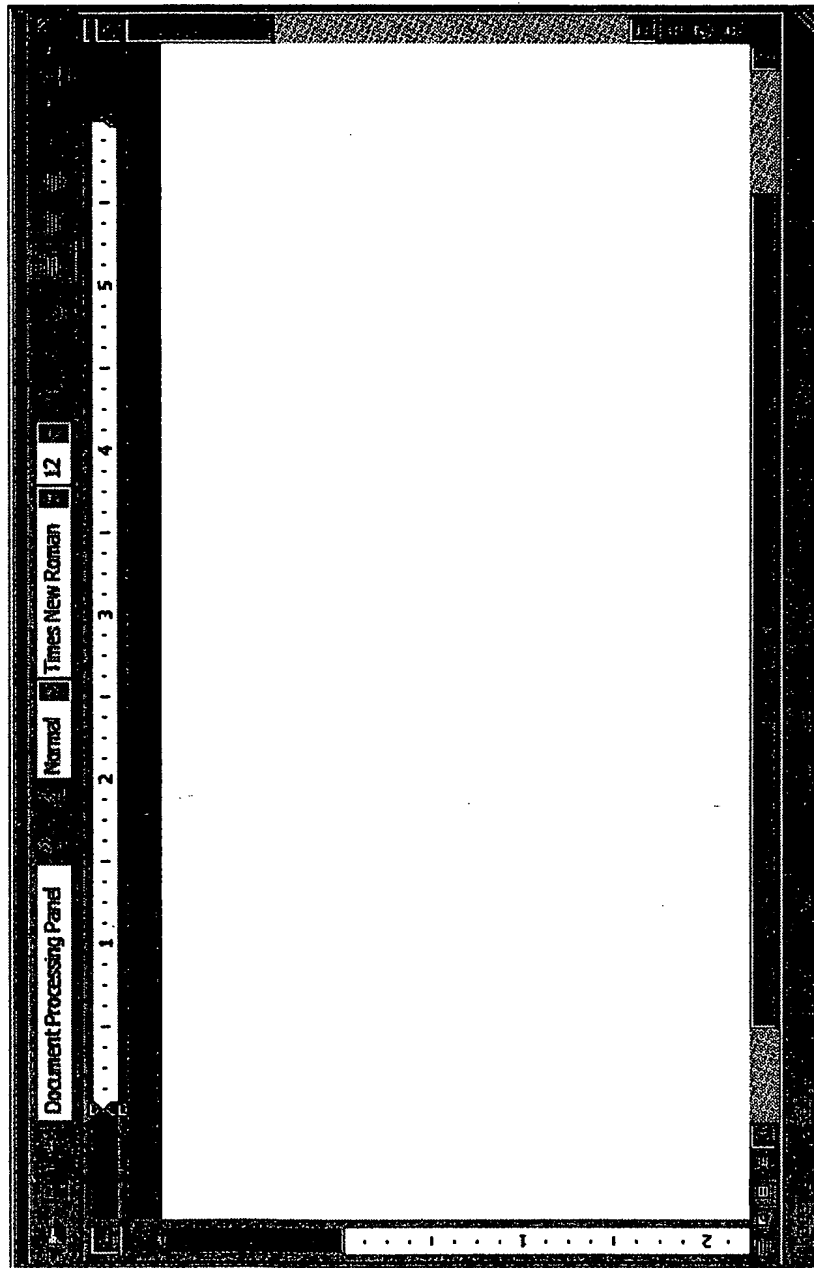


FIG. 480BB

[http://www.brandkeysystems.com/bk\\_deliver/m\\_launch\\_vendor\\_deploy-2c.html](http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_deploy-2c.html)

6/17/2003

515/1046



Insert Content Here

Back    Print    Create PDF Embedded Document

526/1046

FIG. 4803C



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

### Standard Demonstration Mode

Save HTML-Embedded Document Format

[ Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith ]

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- ☒ Microsoft Word Document format
- ☐ Adobe PDF Document format

5977/1046

Back Next

FIG. 4803D



Control Panel for Generating Vendor Specific V-S Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Vendor-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Vendor-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | 4 Back 1 2 3 4 5 Next > >>

5KB/1046

Back Next

FIG. 4803E



Control Panel for Generating Vander-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

Back Next

FIG. 4803F

519/1046



Control Panel for Generating Vendor Specific (V3) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Upload Images for HTML-Encoded Images

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary Image:

520 / 1046



FIG. 48039



Control Panel for Generating Vendor Specifics (V-3) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

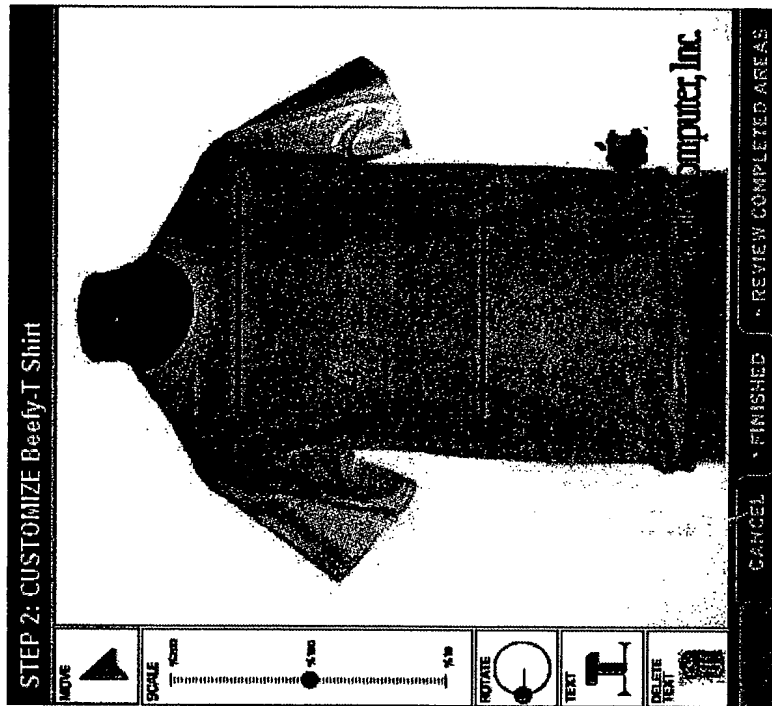


FIG. 4803H

[http://www.brandkeysystems.com/bk\\_deliver/m\\_launch\\_vendor\\_deploy-3d.html](http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_deploy-3d.html)

6/17/2003

521/1046



522/1046

FIG. 4803I

[http://www.brandkeysystems.com/bk\\_deliver/m\\_launch\\_vendor\\_deploy-3d.html](http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_deploy-3d.html)

6/17/2003



Control Panel for Generating Vendor Specific (V/S) Virtual Kiosks

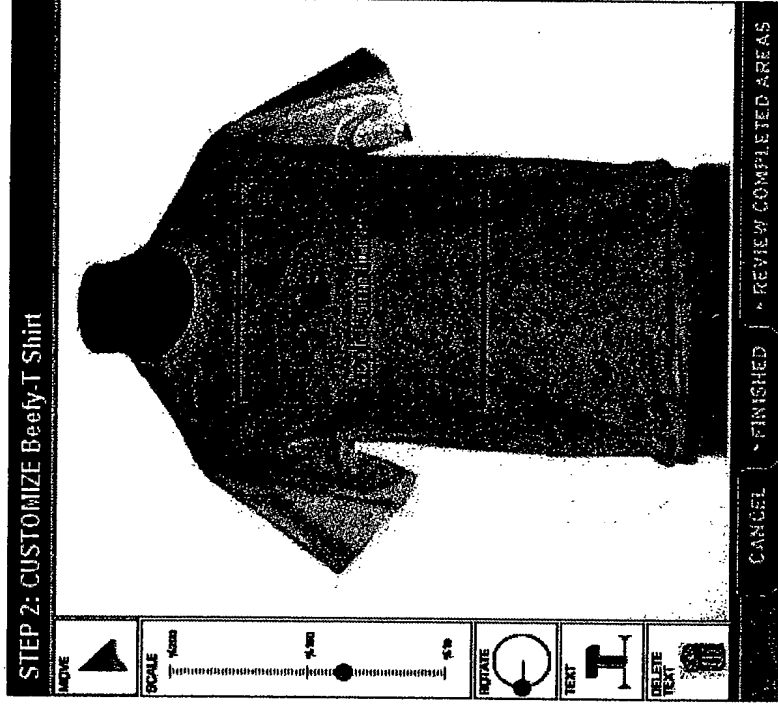
Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

## Standard Demonstration Mode

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Vendor-Specific Virtual Kiosk.



523/1046

FIG. 4803T





524/1046

FIG. 4803K



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

## Standard Demonstration Mode

Select Vendor-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Vendor-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Vendor-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | Back 1 2 3 4 5 Next >

525/1046



FIG. 4803L



[Configure V3 Virtual Kiosks](#)
[Create V3 Virtual Kiosks](#)
[Modify V3 Virtual Kiosks](#)
[Deploy V3 Virtual Kiosks](#)
[Activate V3 Virtual Kiosks](#)

## Standard Demonstration Mode

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		



FIG. 4803M

526/1046



Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks

Create V-S Virtual Kiosks

Deploy V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML-Encoded Icon

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

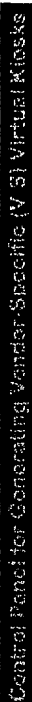
Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

527/1046



FIG. 4803N



## Standard Demonstration Mode

# Vendor-Specific Virtual Clock Deployment: Can We Afford It?

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

[illegible]

52811046

Disagree

Agree

FIG. 4804



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Standard Demonstration Mode

Confirm Deployment of the Vendor-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Vendor-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Vendor-Specific Virtual Kiosks for Installation, you must first Activate them.

528/1046

FIG. 4805



Configure V-S Virtual Kiosks

Create V-S Virtual Kiosks

Modify V-S Virtual Kiosks

Deploy V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Central Panel for Generating Vendor Specific (V-S) Virtual Kiosks

## Standard Demonstration Mode

Central Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 6 7 8 9 10 Next ▶▶



FIG. 48P1

530/1046



Control Panel for Generating Service Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

## Standard Demonstration Mode

Control Panel for Generating Service Provider Specific (S.P.S.) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Text: R.139

531/1046

FIG. 48Q1





Control Panel for Generating Service-Provider-Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deactivate S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

Standard Demonstration Mode

Standard Configuration

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Service-Provider-Specific Virtual Kiosk for all registered Brands?

☐ Yes ☐ No

Do you wish to allow for creation of custom Service-Provider-Specific Virtual Kiosks?

☐ Yes ☐ No

By default do you wish to allow installation of Service-Provider-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

532/1046

Next

FIG. 48QZ



Control Panel for Generating Service-Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Dep by S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

## Standard Demonstration Mode

**See Allowed Retailers**

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have selected to allow the following Retailers to install Service-Provider-Specific Virtual Kiosks you create. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > | >>

Back Add Retailers Next

FIG. 48Q3

533/1046



Control Panel for Generating Service Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

## Standard Demonstration Mode

### Search for Retailers

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Retailers you wish to add to the list of Retailers allowed to install Service-Provider-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the retailer search.

Retailer Name:

City:

State:

Zip/Postal Code:

Country:

53A/1046



FIG. 48Q4



Control Panel for Generating Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

### Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Retailers matched your search criteria. Check the Add Retailer to add the Retailer to the list of Retailers allowed to install your Service-Provider-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

4 | 4 Back 1 2 3 4 5 Next | >>

535/1046



FIG. 48Q5



Control Panel for Generating Service-Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

### Standard Demonstration Mode

Selected Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have selected to allow the following Industrialists to install Service-Provider-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

Back Add Industrialist Next

FIG. 48Q6

536/1046



Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks  
 Set Standard Configuration | Set Allowed Domains | Set Allowed Domains | Set Allowed Domains

## Standard Demonstration Mode

### Search for Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to install Service-Provider-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

537/1046

Back Search

FIG.48Q7



Control Panel for Configuring Service-Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks  
Get Standard Configuration | Get Virtual Kiosk | Get Virtual Kiosk | Get Virtual Kiosk | Get Virtual Kiosk

### Standard Demonstration Mode

#### Select Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Service-Provider-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > >>

Back Next

FIG. 48Q8

539/1046



Control Panel for Generalizing Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deactivate S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

Brandkey Deliver Subsystem

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have chosen to Forbid the following Domains from launching your Service-Provider-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input checked="" type="checkbox"/>
Domain Name 3	<input checked="" type="checkbox"/>
Domain Name 4	<input checked="" type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | 11

539/1046

Back Add Domain Finish

FIG. 48 Q9





Control Panel for Generating Service Provider Spoke(s) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks  
Get Standard Configuration | Set Up Your Kiosk | Set Up Your Kiosk | Set Up Your Kiosk | Set Up Your Kiosk

## Standard Demonstration Mode

### Root Forbidden Domain

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

546/1046

Back Next

FIG. 48Q10



Control Panel for Generating Service-Provider-Specific (SP-S) Virtual Kiosks

Configure SP-S Virtual Kiosks | Create SP-S Virtual Kiosks | Modify SP-S Virtual Kiosks | Deploy SP-S Virtual Kiosks | Activate SP-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the display mode that will be assigned to the Service-Provider-Specific Virtual Kiosks you will be creating in this section:

- ☒ Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- ☐ Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- ☐ Single-Mode Display featuring the Brand Information Network

540/1046



FIG. 48R1



Control Panel for Generating Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks  
 Set Virtual Kiosk Display Mode | Select Brand | Name Virtual Kiosk | Generate Virtual Kiosk | Confirm Virtual Kiosk Creation

## Standard Demonstration Mode

### Search for Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities to add to the Service-Provider-Specific Virtual Kiosk. The Products associated with the selected Brand Entities will appear in the Service-Provider-Specific Virtual Kiosk. You may search by the Service Mark, Service Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Service Mark

598/1046

FIG. 48R2



Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks  
 Set Virtual Kiosk Control Panel | Manage Virtual Kiosk | Generate Virtual Kiosk | Configure Virtual Kiosk | Confirm Virtual Kiosk Creation

Control Panel for Generating Service Provider Specific (S-P-S) Virtual Kiosks

## Standard Demonstration Mode

### Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities to add to the Vendor-Specific Virtual Kiosks.

Brand Entity	Brand Entity Owner	Service Mark	Product Descriptor	No. of Services	Add to Kiosk
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶▶

543/1046



FIG. 48R3



Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | De-activate S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Standard Demonstration Mode

Name Service-Provider-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Name the Service-Provider-Specific Virtual Kiosk you have just created.

Virtual Kiosk ID	Service Provider	Virtual Kiosk Name
Here will go the virtual kiosk ID	Here will go the service-provider	

44 | 4 Back 1 2 3 4 5 Next | >>>

544/1046

Back Next

FIG. 48R4



Control Panel for Generating Service-Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

## Standard Demonstration Mode

Customize Service-Provider-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Service-Provider-Specific Virtual Kiosk click the Next button.

Service-Provider-Specific Virtual Kiosk Name | Service-Provider-Specific Serial Number  
Trek@Cycles 2002 | 09890-0989

545/1046

Next

FIG. 48RS  
[http://www.brandkeysystems.com/bk\\_deliver/m\\_launch-service-provider\\_create-5.html](http://www.brandkeysystems.com/bk_deliver/m_launch-service-provider_create-5.html)

~~file:///F:/www/brandkey/bk\_deliver/TEMP8aqkhejb7w.htm~~

5/7/2003



Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

## Standard Demonstration Mode

Customize Service-Provider-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Service-Provider-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Service-Provider-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

### Customization Options

Service-Provider Logo:

Geometric Layout: ☐ square

Surface Texture: ☐ Black

Surface Color: ☐ Black

Button Style Set: ☐ square

Button Color Set: ☐ Black

Virtual Kiosk

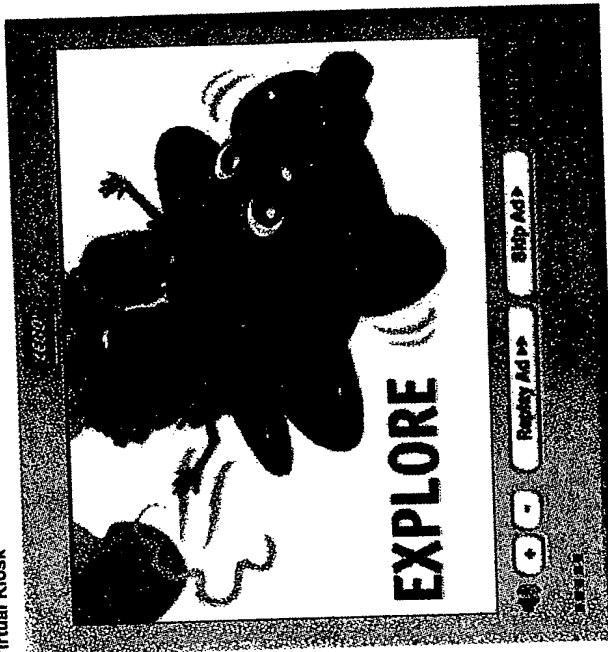


FIG. 48 R6

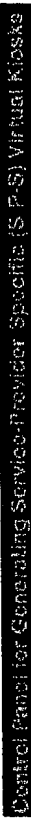
546/1046



597/1046

FIG. 48R7





**Confirm Creation of Service Provider Spanning Virtual CGs**

**User Name: John Smith**

**Service-Provider-Specific Virtual Kiosk Serial Number**

0900938-78383
0900938-78383
0900938-78383
0900938-78383
0900938-78383
0900938-78383

548/1046

5/7/2003



Control Panel for Generating Service-Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

Standard Demonstration Mode

Select the Service-Provider Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Provider-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosks ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	X
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	X

◀◀◀ Back 1 2 3 4 5 Next ▶▶▶

549/1046

FIG 4851



Control Panel for Generating Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

Standard Demonstration Mode

Modify the Service Provider Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode:  
☐ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation:  
☒ Yes ☐ No

Virtual Kiosk Status: Deployed-Activated

FIG. 4852

550/1046



Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

## Standard Demonstration Mode

Modify the Service-Provider Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Service-Provider-Specific Virtual Kiosk (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name: Virtual Kiosk Name

Virtual Kiosk Mode: Promo-Spot Display Mode

Allow Retailer Installation: Yes

Allow Industrialist Installation: No

Allow Consumer Installation: Yes

Virtual Kiosk Status: Deployed-Activated

Edit | Update Brands | Confirm

FIG.4853

550/1046



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

## Standard Demonstration Mode

EXIT BRAND ENTITIES

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the list of Brand Entities assigned to the Service-Provider-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Brand Entity Name	Brand Entity Owner	Service Mark (SM)	Service Descriptor (SD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>

Back 1 2 3 4 5 Next

Add Brand Finish

FIG. 4854

552/1046



Control Panel for Generating Service Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Select Virtual Kiosk

### Standard Demonstration Mode

Search for Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities to add to the Service-Specific Virtual Kiosks. You may search by the Service Mark, Service Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: Service Mark ☐

558/1046

Search

FIG. 4855



Control Panel for Generating Services Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Select the Brand Entities to add to the Vendor-Specific Virtual Kiosks.

Brand Entity Name	Brand Entity Owner	Service Mark (SM)	Service Descriptor (SD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>

Back 1 2 3 4 5 Next



FIG. 4856

554/1046



Control Panel for Generating Service Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Brandkey Deliver

Standard Demonstration Mode

Confirm Virtual Kiosk's Modification

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Service-Provider-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here  
ID: 0944930-9388399  
Mode: Ad-Spot Display Mode

List of Brand Entities

Brand Entity Name	Brand Entity Owner	Service Mark (SM)	Service Descriptor (SD)
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.

Back 1 2 3 4 5 Next



FIG. 4857

555/1046





Control Panel for Configuring Service-Provider-Specific (S-P-S) Virtual Kiosks

## Standard Demonstration Mode

### Select Launch Environment

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Service-Provider-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Service-Provider-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Service-Provider-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Service-Provider-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Service-Provider-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Service-Provider-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon

Next

FIG 48T1

556/1046



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Select Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Provider-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Provider-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

4 | 4 Back 1 2 3 4 5 Next > >>

557/1046



FIG. 4872



Control Panel for Controlling Service Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks  
Specify Virtual Kiosk | Select Service-Provider-Specific Virtual Kiosk Language

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Service-Provider-Specific Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

Back Next

FIG. 4873A

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Control Panel for Generating Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

## Standard Demonstration Mode

Control Panel for Generating Service Provider Specific (S.P.S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or Import the document into which you wish to embed the Service-Provider-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.

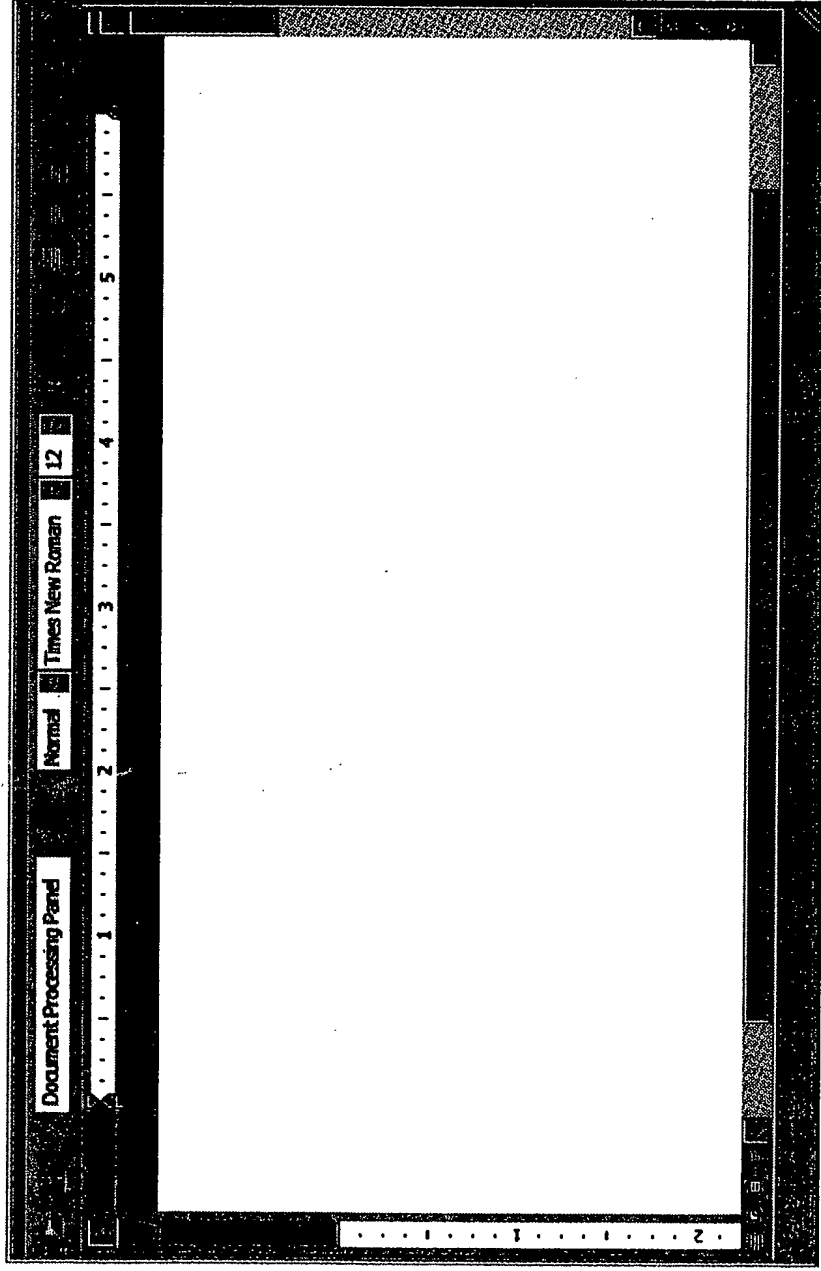


FIG. 48T3B

[http://www.brandkeysystems.com/bk\\_deliver/m\\_launch\\_service-provider\\_deploy-2c.html](http://www.brandkeysystems.com/bk_deliver/m_launch_service-provider_deploy-2c.html)

6/17/2003

559/1046

Insert Video Code Tag into Target Document

Back Import Create HTML Embedder Document

565/1046

FIG. 48T3C



Control Panel for Generating Service-Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

## Standard Demonstration Mode

Select HTML-Embedded Document Format

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- ☒ Microsoft Word Document format
- ☐ Adobe PDF Document format

Back Next

FIG. 4873D

560/1046



Control Panel for Generating Service-Provider-Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

Standard Demonstration Mode

Service-Provider-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Provider-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Provider-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

4 | 4 Back 1 2 3 4 5 Next |

Back Text

FIG. 4873E

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Configure S-P-S Virtual Kiosks

Create S-P-S Virtual Kiosks

Modify S-P-S Virtual Kiosks

Deploy S-P-S Virtual Kiosks

Activate S-P-S Virtual Kiosks

Control Panel for Generating Service Provider Specific (S-P-S) Virtual Kiosks

## Standard Demonstration Mode

Select Service Provider Specific Virtual Kiosk Language

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

### Language

English

Spanish

French

German

Japanese

Dutch

Italian

Chinese

Danish

Selected

☐☒☒☒☒☒☒☒☒

### Language

Austrian

Brazilian

Canadian French

Catalan

Finnish

Norwegian

Portuguese

Swedish

Selected

☒☒☒☒☒☒☒☒☒☒

FIG. 48T3F

563/1046





Control Panel for Generating Service Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

### Standard Demonstration Mode

Upload Images for HTML-Encoded Image

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

504/1046

Back Next

AQ.48739



Configure S-P-S Virtual Kiosks

Create S-P-S Virtual Kiosks

Modify S-P-S Virtual Kiosks

Deploy S-P-S Virtual Kiosks

Activate S-P-S Virtual Kiosks

Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Create HTML-Encoded Image

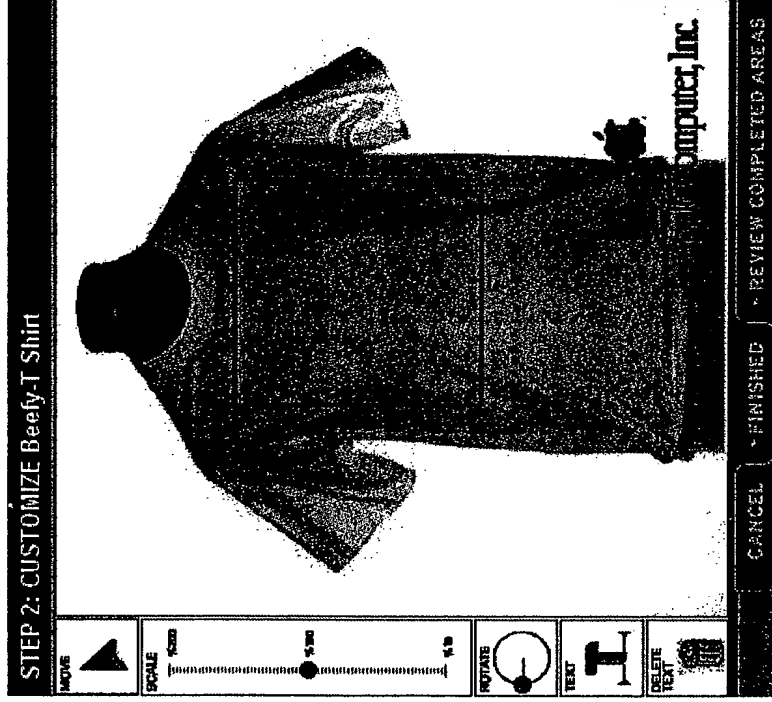
### Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.



565/1046

FIG. 4873 H



566/1046

FIG. 4873I



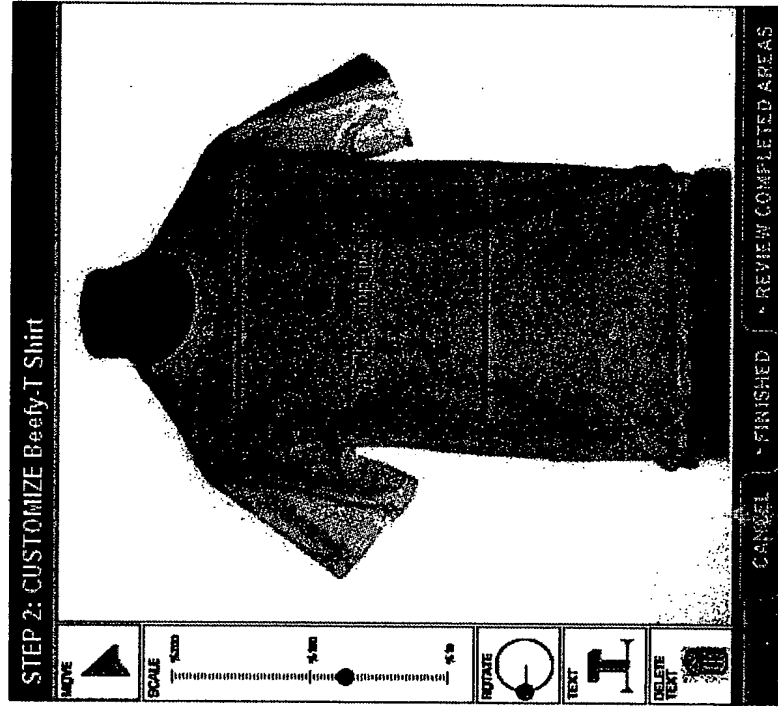
Control Panel for Generating Service-Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Service-Provider-Specific Virtual Kiosk.



567/1046

FIG. 48T 3J



508/1046

FIG. 4873K



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Standard Demonstration Mode

Select Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Provider-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Provider-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | < Back 1 2 3 4 5 Next > | >>

569/ 1046

Back Next

FIG. 4873L



Control Panel for Generating Service Provider Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

## Standard Demonstration Mode

Select Service Provider Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

575/1046



FIG. 4873M



Control Panel for Generating Service Provider Specific (S.P.S) Virtual Kiosks

Configure S.P.S Virtual Kiosks | Create S.P.S Virtual Kiosks | Modify S.P.S Virtual Kiosks | Deploy S.P.S Virtual Kiosks | Activate S.P.S Virtual Kiosks

### Standard Demonstration Mode

Upload Image for HTML Encoded Download

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:



570/1046



FIG. 4873N





Configure S-P-S Virtual Kiosks	Create S-P-S Virtual Kiosks	Modify S-P-S Virtual Kiosks	Deploy S-P-S Virtual Kiosks	Activate S-P-S Virtual Kiosks
--------------------------------	-----------------------------	-----------------------------	-----------------------------	-------------------------------

Since Dr. Victor Kleeber, 155 East 7th Street, St. Paul, Minn., is the

SALES REPRESENTATIVE

**Client Account: DISNEY**

**Client Account No: 7145001**

**User Name: John Smith**

[illegible]

572/1046

☐ Agree ☐ Disagree

47184513

[http://www.brandkeysystems.com/bk\\_deliver/m\\_launch\\_service-provider\\_deploy-1d.html](http://www.brandkeysystems.com/bk_deliver/m_launch_service-provider_deploy-1d.html)

5/7/2003



Control Panel for Generating Service-Provider-Specific (S.P.S.) Virtual Kiosks

Configure S.P.S. Virtual Kiosks | Create S.P.S. Virtual Kiosks | Modify S.P.S. Virtual Kiosks | Deploy S.P.S. Virtual Kiosks | Activate S.P.S. Virtual Kiosks

Control Panel for Generating Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

The selected Service-Provider-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Service-Provider-Specific Virtual Kiosks for installation, you must first **Activate** them.

573/1046

FIG. 48TS



Control Panel for Generating Service-Provider Specific (S P S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deo by S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > >>



FIG. 48 u1

574/1046



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Text: R.144

575/1046

FIG. 49A



Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Set Standard Configuration

**Standard Demonstration Mode**

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Retailer-Specific Virtual Kiosk for all registered products?

☐ Yes ☐ No

Do you wish to allow for creation of custom Retailer-Specific Virtual Kiosks?

☐ Yes ☐ No

By default do you wish to allow installation of Retailer-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

576/1046



FIG. 49 B1



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deactivate R-S Virtual Kiosks | Activate R-S Virtual Kiosks

## Standard Demonstration Mode

### Set Allowed Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have selected to allow the following Industrialists to install Retailer-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

Back Add Industrialist Next

FIG. 49BZ

577/1046



Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Activate R-S Virtual Kiosks

## Standard Demonstration Mode

### Search for Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to install Retailer-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

570/1046



FIG. 49B3



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Dep. by R-S Virtual Kiosks | Activate R-S Virtual Kiosks

## Standard Demonstration Mode

### Select Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to the list of Industrialists allowed to install your Retailer-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > | >>

579/1046



FIG. 49B4





Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks    Create R-S Virtual Kiosks    Modify R-S Virtual Kiosks    Deo by R-S Virtual Kiosks    Activate R-S Virtual Kiosks

## Standard Demonstration Mode

**Set Forbidden Domains**

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

You have chosen to Forbid the following Domains from launching your Retailer-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input checked="" type="checkbox"/>
Domain Name 3	<input checked="" type="checkbox"/>
Domain Name 4	<input checked="" type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

44 | < Back    1 2 3 4 5    Next > | >>

Back    Add Domain    Finish

FIG. 49B5

505/1046



Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

### Standard Demonstration Mode

#### Add Forbidden Domain

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

581/1046



FIG. 49B6



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks  
Set Virtual Kiosk Display Mode | Search for Clients | Select Brand | Name Virtual Kiosk | Generate Virtual Kiosk | Confirm Virtual Kiosk Creation

Set Retailer Specific Virtual Kiosk Display Mode

### Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the display mode that will be assigned to the Retailer-Specific Virtual Kiosks you will be creating in this section:

- ☒ Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- ☐ Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- ☐ Single-Mode Display featuring the Brand Information Network

582/1046

Next

FIG. 49C1



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
Get Virtual Kiosk Display Mode	Refresh Virtual Kiosk	Refresh Virtual Kiosk	Refresh Virtual Kiosk	Refresh Virtual Kiosk

Standard Demonstration Mode

Search for Brand Entity

Client Account: DISNEY      Client Account No: 7145001      User Name: John Smith

Identify the products for which a Retailer-Specific Virtual Kiosk will be created. You may search by Universal Product Number, Trade Mark, Product Descriptor, Brand Entity Name or Product Name. Enter your search criteria in the textbox, select the parameters from the dropdown list and click search to initiate the product search.

Search Criteria:

By: Universal Product Number

583/1046

Back      Search

FIG. 49C2



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosk    Create R-S Virtual Kiosk    Modify R-S Virtual Kiosk    Delete R-S Virtual Kiosk    Activate R-S Virtual Kiosk

Select Brand/Theme    Name of Virtual Kiosk    Cost of R-S Virtual Kiosk    Cost of R-S Virtual Kiosk    Cost of R-S Virtual Kiosk

Standard Demonstration Mode

Select Brand/Theme

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

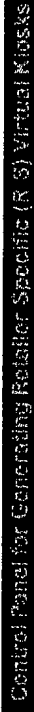
Select the products to add to the Retailer-Specific Virtual Kiosks.

UPN	TM	PD	Product Name	Vendor	Add to Kiosk
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > >>



FIG. 49C3

[illegible]Name: Patricia Speer Voucher: 1000

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

**Name the Retailer-Specific Virtual Kiosk you have just created.**

Virtual Kiosk ID	Vendor	Virtual Kiosk Name
Here will go the virtual kiosk ID	Here will go the vendor	

[◀◀](#)
[◀](#)
[Back](#)
[1](#)
[2](#)
[3](#)
[4](#)
[5](#)
[Next](#)
[▶](#)
[▶▶](#)

505/1046

[Back](#) [Next](#)

FIG. 49C4



Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks  
 Set Virtual Kiosk Display Mode | Configure Virtual Kiosk | Name Virtual Kiosk | Configure Virtual Kiosk | Configure Virtual Kiosk

Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

## Standard Demonstration Mode

### Customize Retailer Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Retailer-Specific Virtual Kiosk click the Next button.

Retailer-Specific Virtual Kiosk Name  
 Trek® Cycles 2002

Retailer-Specific Serial Number  
 09890-0989

586/1046

FIG. 49C5



[http://www.brandkeysystems.com/bk\\_launch\\_retailer\\_create-s.html](http://www.brandkeysystems.com/bk_launch_retailer_create-s.html)  
[file:///E:/www/brandkey/bk\\_deliver/TMP50mthef6xt.htm](file:///E:/www/brandkey/bk_deliver/TMP50mthef6xt.htm)

5/7/2003



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks  
 Set Virtual Kiosk Location | Virtual Kiosk Location | Virtual Kiosk Location | Virtual Kiosk Location | Virtual Kiosk Location

Standard Demonstration Mode


Customize Retailer-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Customize your Retailer-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Retailer-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Retailer Logo: 

Geometric Layout:  square

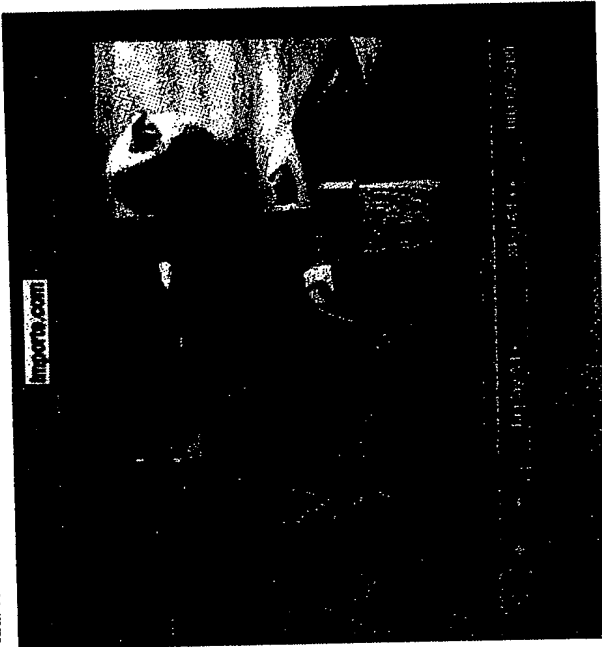
Surface Texture:  Black

Surface Color:  Black

Button Style Set:  square

Button Color Set:  Black

Virtual Kiosk



Preview

Confirm

FIG. 49c6

587/1046

6/18/2003





588/1046

FIG. 49C7

6/18/2003



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Configure R-S Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Congratulations, you have created the following Retailer-Specific Virtual Kiosks, you can now Modify or Deploy these Retailer-Specific Virtual Kiosks.

Retailer-Specific Virtual Kiosk Name

- Here will go the description of the product.
- Here will go the description of the product.
- Here will go the description of the product.
- Here will go the description of the product.
- Here will go the description of the product.

Retailer-Specific Virtual Kiosk Serial Number

- 0900938-78383
- 0900938-78383
- 0900938-78383
- 0900938-78383
- 0900938-78383

44 | < Back 1 2 3 4 5 Next > | >>

589/1046

FIG. 49C8



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

## Standard Demonstration Mode

Select the Retailer-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Retailer-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosks ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	X
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	X

44 | Back 12345 Next >>

590/1046



FIG. 49D1



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Standard Demonstration Mode

Modify the Retailer Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

- Display Mode:
- ☐ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
  - ☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode
  - ☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation: ☒ Yes ☐ No

Virtual Kiosk Status: Deployed-Activated

FIG. 49DZ

597/1046



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Activate R-S Virtual Kiosks

### Standard Demonstration Mode

Modify the Retailer-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Retailer-Specific Virtual Kiosk (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Products to update the list of products associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09  
Virtual Kiosk Name: Virtual Kiosk Name  
Virtual Kiosk Mode: Promo-Spot Display Mode  
Allow Retailer Installation: Yes  
Allow Industrialist Installation: No  
Allow Consumer Installation: Yes  
Virtual Kiosk Status: Deployed-Activated

592/1046

Edit | Update Brands | Confirm

FIG. 49D3



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Activate R-S Virtual Kiosks

## Standard Demonstration Mode

**Extra Brand Entries**

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Update the list of Products assigned to the Retailer-Specific Virtual Kiosks. To remove an associated product from the Virtual Kiosk simply uncheck the Active checkbox. To add new products to the Virtual Kiosk simply click the Add Products button. If you do not wish to add any more products, click Finish to confirm the Virtual Kiosk product list.

Universal Product Number (UPN)	Trade Mark (TM)	Product Descriptor (PD)	Selected
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input checked="" type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input checked="" type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input checked="" type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input checked="" type="checkbox"/>
9909930-00939	Here will go the trade mark	Here will go the description of the product.	<input checked="" type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶▶

593/1046

Add New Products Finish

FIG. 49DH



Control Panel for Generating Relation-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Search for Brand Entity

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Products to add to the Retailer-Specific Virtual Kiosks. You may search by the Universal Product Number, Trade Mark, Product Descriptor, Product Name, Brand Entity Name or Brand Entity Owner. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Product search.

Search for:

By: UPN

Standard Demonstration Mode

594/1046



FIG. 49D5



Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks

Modify R-S Virtual Kiosks

Deploy R-S Virtual Kiosks

Activate R-S Virtual Kiosks

Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Select a Retailer

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Products to add to the Retailer-Specific Virtual Kiosks.

UPN	TM	PD	Product Name	Vendor	Add to Kiosk
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

Next

FIG.49D6

595/1046





Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Control Panel for Generating Retailer Specifics (R-S) Virtual Kiosks

### Standard Demonstration Mode

**Caution: Virtual Kiosk Configuration**

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Retailer-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here  
ID: 0944930-9388399  
Mode: Ad-Spot Display Mode

List of Products	
Universal Product Number (UPN)	Trade Mark (TM) Product Descriptor (PD)
9909930-00939	Here will go the trade mark Here will go the description of the product. Here will go the description of the product.
9909930-00939	Here will go the trade mark Here will go the description of the product. Here will go the description of the product.
9909930-00939	Here will go the trade mark Here will go the description of the product. Here will go the description of the product.
9909930-00939	Here will go the trade mark Here will go the description of the product. Here will go the description of the product.
9909930-00939	Here will go the trade mark Here will go the description of the product. Here will go the description of the product.

4 | 4 Back 1 2 3 4 5 Next > >>

Edit Confirm

FIG. 49D7

593/1046



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
------------------------------	---------------------------	---------------------------	---------------------------	-----------------------------

**Select Launch Environment**

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

**Standard Demonstration Mode**

Retailer-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Retailer-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Retailer-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Retailer-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Retailer-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Retailer-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon



FIG 49E1

597/1046



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

### Standard Demonstration Mode

Select Retailer-Specific Virtual Kiosk(s)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Retailer-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Product-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | < Back 1 2 3 4 5 Next > | >>



FIG. 49E2

598/1046



Control Panel for Configuring Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

### Standard Demonstration Mode

Select Retailer Specific Virtual Kiosk Parameters

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

599/1046



FIG. 49E3A



Control Panel for Generating Retailer Specific R-S Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deactivate R-S Virtual Kiosks | Activate R-S Virtual Kiosks

## Standard Demonstration Mode

GENERATE ENCODED DOCUMENT

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or import the document into which you wish to embed the Retailer-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in World format to load correctly.

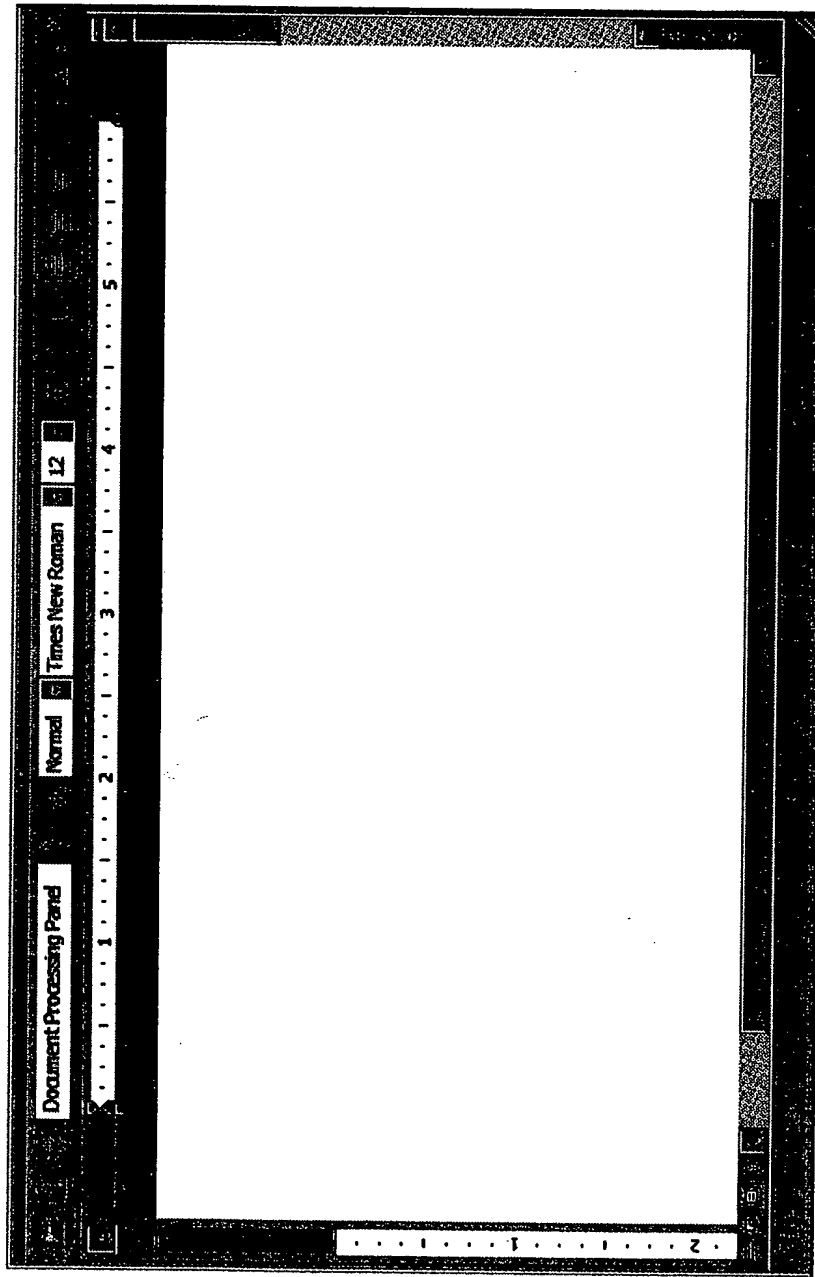


FIG. 49E3B

[http://www.brandkeysystems.com/bk\\_deliver/m\\_launch\\_retailer\\_deploy-2c.html](http://www.brandkeysystems.com/bk_deliver/m_launch_retailer_deploy-2c.html)

6/17/2003

608/1046

Insert Values (OSK) Add New (Create) Document

Back Import Create HTML Embedded Document

600/1040

FIG. 49E3C



Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks

Modify R-S Virtual Kiosks

Deploy R-S Virtual Kiosks

Activate R-S Virtual Kiosks

Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

## Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

☒ Microsoft Word Document format

☐ Adobe PDF Document format

602/1046



FIG. 49E3D



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Select Retailer-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Retailer-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Retailer-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | 4 Back 1 2 3 4 5 Next > | >>

603/1046



FIG. 49E3E





Control Panel for Generating Retailer Spazime (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

## Standard Demonstration Mode

Select Retailer Spazime Virtual Kiosk Languages

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

604/1046



FIG. 49E3F



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

### Standard Demonstration Mode

Upload Images for HTML-Encoded Images

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select the image to upload that you wish to use as the base image for the HTML-Encoded image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary Image:

605/1046



FIG. 49E3G



Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks

Modify R-S Virtual Kiosks

Deploy R-S Virtual Kiosks

Activate R-S Virtual Kiosks

Control Panel for Governing Relation Specific (R-S) Virtual Kiosks

## Standard Demonstration Mode

Create HTML-Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

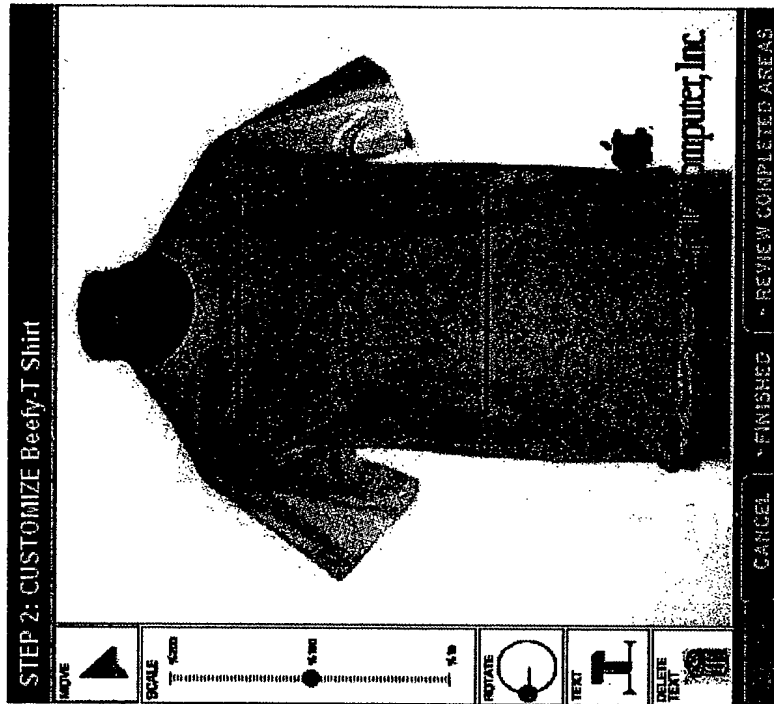


FIG. 49E3H

606/1046



607/1046

FIG. 49 E3I



Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

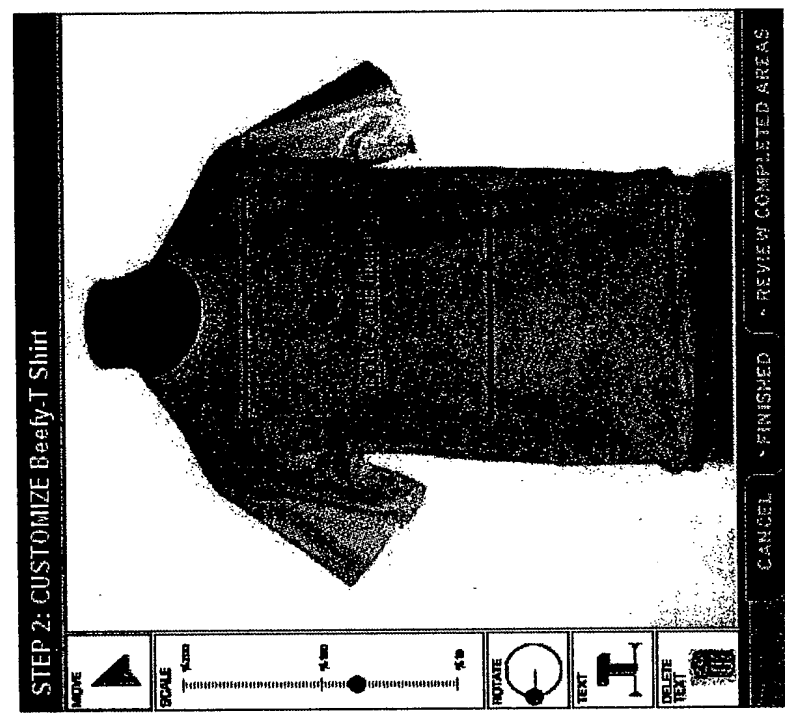
Specify Virtual Kiosk

Standard Demonstration Mode

Select HTML Embedded Image Area

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Retailer-Specific Virtual Kiosk.



600/1046

FIG. 49E3J



609/1046

FIG. 49 E3 K



Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Retailer-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Retailer-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | 4 Back 1 2 3 4 5 Next | >>

610/1046

FIG. 49E3L





Control Panel for Generating Retailer Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

### Standard Demonstration Mode

Select Retailer Specific Virtual Kiosk Languages

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

Back Next

FIG. 49E3M





Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks

Modify R-S Virtual Kiosks

Deploy R-S Virtual Kiosks

Activate R-S Virtual Kiosks

Control Panel for Generating Rotational Specchis (R-S) Virtual Kiosks

## Standard Demonstration Mode

Upload Image for HTML Encoded on Shop Icon

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please Upload the image you wish to use as the icon for the HTML-Encoded icon you wish to deploy.

Icon Image:



612/1046



FIG. 49E3N



## Activates R-E Virtual Kiosks

David E. Van Kleeck

## Modify R-E Virtual Kiosks

Create R-S Virtual Kiosks

### Configure R-S Virtual Kiosks

## Residue-Specific Tissue Toxicity and Mortality in the Environment

Client Account No: 7145001

**User Name:** John Smith

[illegible]

613/1046

Disagree

Agree

FIG. 49E4



Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks

Modify R-S Virtual Kiosks

Deploy R-S Virtual Kiosks

Activate R-S Virtual Kiosks

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

## Standard Demonstration Mode

Generate Deployment of the Retailer-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The selected Retailer-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Retailer-Specific Virtual Kiosks for Installation, you must first Activate them.

614/1046

FIG. 49E5

Standard Demonstration Mode

Control Panel for Generating Retailer Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

615/1046



FIG. 49F1



Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

### Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: R.149

666/1046

FIG. 49G1



Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Set Standard Configuration

[ Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith ]

**Standard Demonstration Mode**

Do you wish to create a Industry-Specific Virtual Kiosk for all registered products?

☐ Yes ☐ No

Do you wish to allow for creation of custom Industry-Specific Virtual Kiosks?

☐ Yes ☐ No

By default do you wish to allow installation of Industry-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

607/1046



FIG. 49H1



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

[Configure I-S Virtual Kiosks](#) | 
 [Create I-S Virtual Kiosks](#) | 
 [Modify I-S Virtual Kiosks](#) | 
 [Deploy I-S Virtual Kiosks](#) | 
 [Activate I-S Virtual Kiosks](#)

## Standard Demonstration Mode

**SAVED INDUSTRIALISTS**

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have selected to allow the following Industrialists to install Industry-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

618/1040

[Back](#) | 
 [Next](#) | 
 [1](#) [2](#) [3](#) [4](#) [5](#)

[Back](#) | 
 [Add Industrialist](#) | 
 [Next](#)

FIG. 49H2



Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Set Standard Configuration | **Search for Industrialists** | Search for Industrialists

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to install Industry-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

619/1046

FIG. 49H3





Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

[Configure I-S Virtual Kiosks](#) | 
 [Create I-S Virtual Kiosks](#) | 
 [Modify I-S Virtual Kiosks](#) | 
 [Deploy I-S Virtual Kiosks](#) | 
 [Activate I-S Virtual Kiosks](#)

## Standard Demonstration Mode

Client Account: DISNEY | 
 Client Account No: 7145001 | 
 User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Industry-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > >>

620/1046



FIG. 49H4



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

### Standard Demonstration Mode

#### Set Forbidden Domains

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

You have chosen to Forbid the following Domains from launching your Industry-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name	Forbidden
Domain Name 1	<input checked="" type="checkbox"/>
Domain Name 2	<input checked="" type="checkbox"/>
Domain Name 3	<input checked="" type="checkbox"/>
Domain Name 4	<input checked="" type="checkbox"/>
Domain Name 5	<input checked="" type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > >>

Back Add Domain Finish

FIG. 49H5

624/1046



Configure I/S Virtual Kiosks

Create I/S Virtual Kiosks

Modify I/S Virtual Kiosks

Deploy I/S Virtual Kiosks

Activate I/S Virtual Kiosks

Standard Configuration

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

## Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

622/1046



FIG. 49H6



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Set Virtual Kiosk Parameters	Set Virtual Kiosk Parameters	Set Virtual Kiosk Parameters	Set Virtual Kiosk Parameters	Set Virtual Kiosk Parameters

## Standard Demonstration Mode

Set Industry Specific Virtual Kiosk Display Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the display mode that will be assigned to the Industrialist-Specific Virtual Kiosks you will be creating in this section:

- ☒ Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- ☐ Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- ☐ Single-Mode Display featuring the Brand Information Network

623/1046



FIG. 49I1



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks  
 Set Virtual Kiosk Display Mode | Select Entity | Name Virtual Kiosk | Customize Virtual Kiosk | Confirm Virtual Kiosk Creation

## Standard Demonstration Mode

[Search for Brand Entities](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities to add to the Industry-Specific Virtual Kiosk. The Products associated with the selected Brand Entities will appear in the Industry-Specific Virtual Kiosk. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Trademark



624/1046

[Back](#) [Search](#)

FIG. 49I2



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks  
Set Virtual Kiosk Display Mode | Select Virtual Kiosk | Name Virtual Kiosk | Generate Virtual Kiosk | Confirm Virtual Kiosk Creation

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Select the Brand Entities to add to the Industrialist-Specific Virtual Kiosks.

Brand Entity	Brand Entity Owner	No. of Products	Add to Kiosk
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next | >>

Back Next

FIG. 49I3

025/1046



Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks  
Get Virtual Kiosk/Deploy I-S Kiosk | Select Virtual Kiosk | Select Kiosk | Name/ID/Status | Configure I-S Virtual Kiosk | Confirm Virtual Kiosk Creation

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

### Standard Demonstration Mode

Name: Industry-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Name the Industrialist-Specific Virtual Kiosk you have just created.

Virtual Kiosk ID

Here will go the virtual kiosk ID

Vendor

Here will go the vendor

Virtual Kiosk Name

◀◀ | 4 Back 1 2 3 4 5 Next ▶▶

626/1046



FIG. 49I4



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks  
 Set Virtual Kiosk Display Mode | Select Kiosk Name | Edit Kiosk Name | Name Virtual Kiosk | Confirm Virtual Kiosk Creation

## Standard Demonstration Mode

### Customer Industry Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Industry-Specific Virtual Kiosk click the Next button.

Service-Provider-Specific Virtual Kiosk Name

Trek® Cycles 2002

Service-Provider-Specific Serial Number

09890-0989



FIG. 49 IS

<http://www.brandkeysystems.com/bk-deliver/m-launch-industrialist-create-5.html>

<file:///F:/www/brandkey/bk-deliver/HTML/Docx/62ejggy.htm>

5/7/2003

627/1046



20

ay D



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks  
Generate I-S Virtual Kiosk | Generate I-S Virtual Kiosk | Generate I-S Virtual Kiosk | Generate I-S Virtual Kiosk | Generate I-S Virtual Kiosk

Standard Demonstration Mode

Customize Industry-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Customize your Industry-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Industry-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Industry Logo:

Geometric Layout:

Surface Texture:

Surface Color:

Button Style Set:

Button Color Set:

Virtual Kiosk

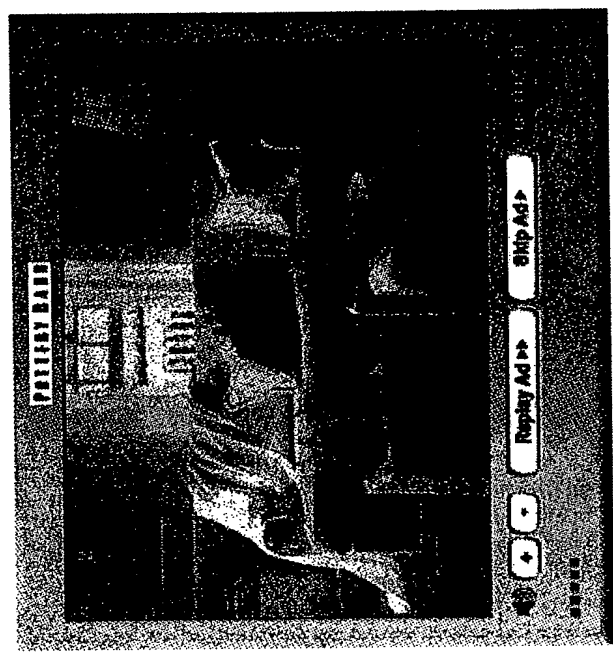


FIG. 49I6

6280/1046



629/1046

FIG. 49I7



Configure I-S Virtual Kiosks    Create I-S Virtual Kiosks    Modify I-S Virtual Kiosks    Deploy I-S Virtual Kiosks    Activate I-S Virtual Kiosks  
Set Virtual Kiosk Display Mode    Search for Existing    Name Virtual Kiosk    Generate Virtual Kiosk   

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Confirm Creating of Industry-Specific Virtual Kiosk

Standard Demonstration Mode

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

Congratulations, you have created the following Industry-Specific Virtual Kiosks, you can now Modify or Deploy these Industry-Specific Virtual Kiosks.

Industry-Specific Virtual Kiosk Name

- Here will go the description of the product.
- Here will go the description of the product.
- Here will go the description of the product.
- Here will go the description of the product.
- Here will go the description of the product.

Industry-Specific Virtual Kiosk Serial Number

- 0900938-78383
- 0900938-78383
- 0900938-78383
- 0900938-78383
- 0900938-78383

44 | 4 Back 1 2 3 4 5 Next | 22

638/11046

FIG. 4978



Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific I-S Virtual Kiosks

## Standard Demonstration Mode

Select this Industry Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Industry-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosk ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	X
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	✓
<u>9909930-00939</u>	Here will go the store location	Virtual Kiosk name	✓	X

44 | < Back 1 2 3 4 5 Next > | >>

631/1046

FIG. 49 J1



Control Panel for Generating Industry Specific (U.S.) Virtual Kiosks

Configure U.S. Virtual Kiosks | Create U.S. Virtual Kiosks | Modify U.S. Virtual Kiosks | Deploy U.S. Virtual Kiosks | Activate U.S. Virtual Kiosks

Select Virtual Kiosk | Modify Virtual Kiosk | Deploy Virtual Kiosk | Activate Virtual Kiosk

Modify U.S. Industry Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

### Standard Demonstration Mode

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode: ☐ Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

☐ Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

☐ Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation: ☒ Yes ☐ No

Virtual Kiosk Status: Deployed-Activated

Deploy U.S. Kiosk

Back | Update | Update Brands

FIG. 4952

632/1046



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

### Standard Demonstration Mode

#### Modify the Industry Specific Virtual Kiosk

[ Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith ]

The Industry-Specific Virtual Kiosk (Name) has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name: Virtual Kiosk Name

Virtual Kiosk Mode: Promo-Spot Display Mode

Allow Retailer Installation: Yes

Allow Industrialist Installation: No

Allow Consumer Installation: Yes

Virtual Kiosk Status: Deployed-Activated

633/1046

Edit | Update Brands | Confirm

FIG. 49J3



Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

## Standard Demonstration Mode

Add Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the list of Brand Entities assigned to the Industry-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next > >>

Add Brand

Finish

FIG. 49J4

634/1046



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

## Standard Demonstration Mode

[Search for Brand Entities](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities to add to the Industry-Specific Virtual Kiosks. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: TM

635/1046



FIG. 49J5





Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

## Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Brand Entities to add to the Industrialist-Specific Virtual Kiosks.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>

◀◀ ◀ Back 1 2 3 4 5 Next ▶▶

636/1046



FIG. 49J6



Control Panel for Generating Industry-Specific (IS) Virtual Kiosks

Configure IS Virtual Kiosks | Create IS Virtual Kiosks | Modify IS Virtual Kiosks | Deploy IS Virtual Kiosks | Activate IS Virtual Kiosks

Standard Demonstration Mode

Common Virtual Kiosk Configuration

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Industry-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here  
ID: 0944930-9388399  
Mode: Ad-Spot Display Mode

List of Brand Entities			
Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.

4 | 4 Back 1 2 3 4 5 Next | >>



FIG. 49 J7

637/1046



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Standard Demonstration Mode

Select Launch Environment

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Industry-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Industry-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Industry-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Industry-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Industry-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Industry-Specific Virtual Kiosks will be launched:

- ☒ HTML-Encoded Brandkey (TM) Button
- ☐ HTML-Encoded Document
- ☐ HTML-Encoded Image
- ☐ HTML-Encoded Desktop Icon



FIG. 49K1

630/1046



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Select Industry-Specific Virtual Kiosk(s)

## Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Industry-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Industry-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | ◀ Back 1 2 3 4 5 Next ▶ ▶▶

639/1046

Back Next

FIG. 49K2



[Configure I-S Virtual Kiosks](#) | 
 [Create I-S Virtual Kiosks](#) | 
 [Modify I-S Virtual Kiosks](#) | 
 [Deploy I-S Virtual Kiosks](#) | 
 [Activate I-S Virtual Kiosks](#)

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

## Standard Demonstration Mode

**Select Industry-Specific Virtual Kiosk Language**

Client Account: DISNEY | 
 Client Account No: 7145001 | 
 User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

640/1046



FIG. 49K3A



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

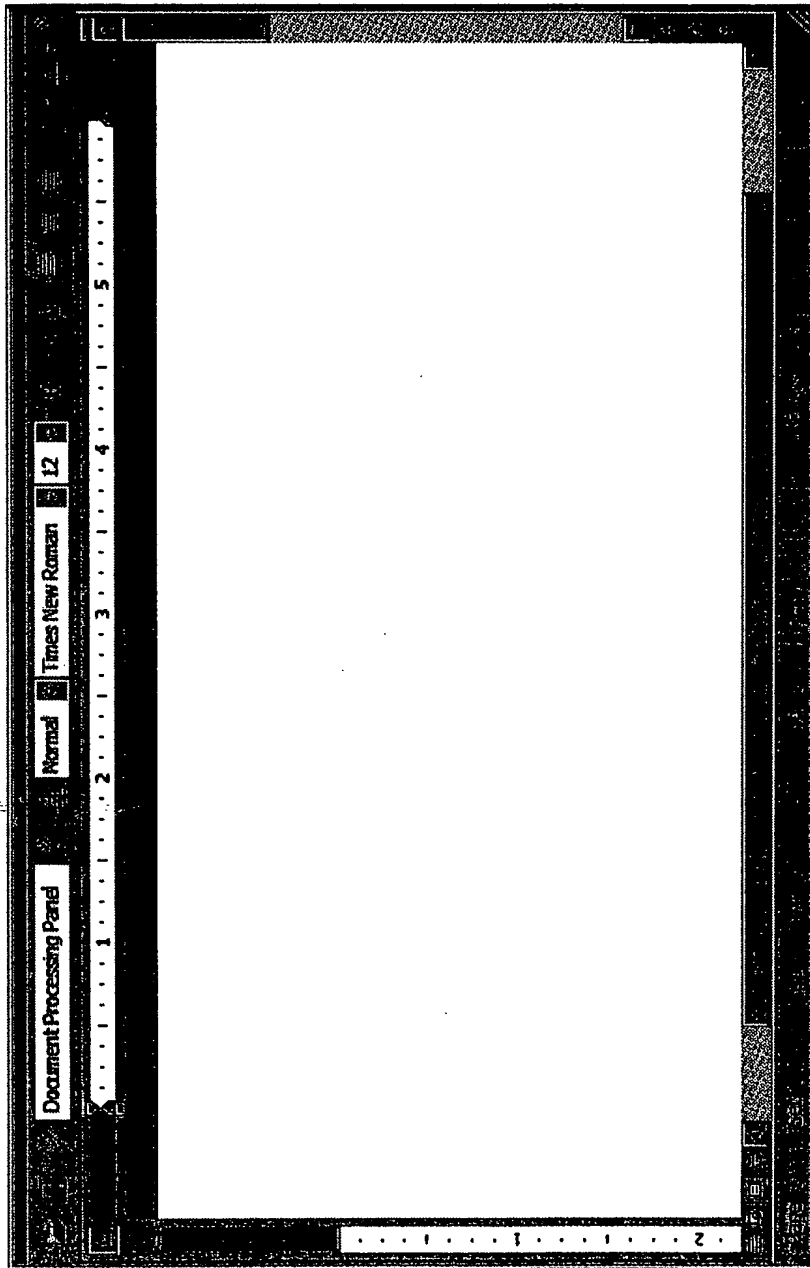
Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks  
Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

## Standard Demonstration Mode

Create HTML Encoded Documents

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or import the document into which you wish to embed the Industry-Specific Virtual Kiosk tag. Click the Import button to load an existing document.  
The document must be in World format to load correctly.



641/1046

FIG. 49K3B

Insert Virtual Host Entry for this Document

Back

Insert

Create HTML Embedded Document

642/1046

FIG. 49K3C



Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

## Standard Demonstration Mode

**Save HTML-Embedded Document Format**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

☒ Microsoft Word Document format

☐ Adobe PDF Document format

64311046

Back Next

FIG. 49K3D





Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Select Industry-Specific Virtual Kiosk(s)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

## Standard Demonstration Mode

Select the Industry-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Industry-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | 4 Back 1 2 3 4 5 Next | 66

644/1046

Back Next

FIG. 49K3E



Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

## Standard Demonstration Mode

Select Industry Specific Virtual Kiosk Language

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

### Language

English  
Spanish  
French  
German  
Japanese  
Dutch  
Italian  
Chinese  
Danish

### Selected

☐  
☒  
☒  
☒  
☒  
☒  
☒  
☒  
☒

### Language

Austrian  
Brazilian  
Canadian French  
Catalan  
Finnish  
Norwegian  
Portuguese  
Swedish

### Selected

☒  
☒  
☒  
☒  
☒  
☒  
☒  
☒

645/1046

Back Next

FIG. 49K3F



Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

## Standard Demonstration Mode

### Upload Images for HTML-Encoded Image

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the Image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

646/1046

Back Next

FIG. 49K39



Configure I-S Virtual Kiosks

Specify Virtual Kiosk

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific I-S Virtual Kiosks

## Standard Demonstration Mode

**CREATE HTML-ENCODED IMAGE**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

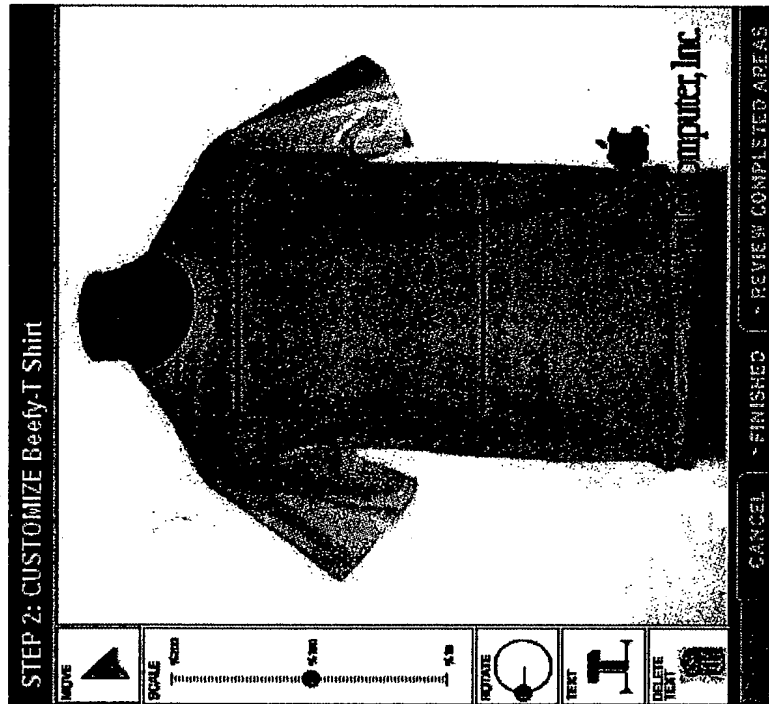


FIG. 49K3H

647/1046



648/1046

FIG. 49K3I



Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

## Standard Demonstration Mode

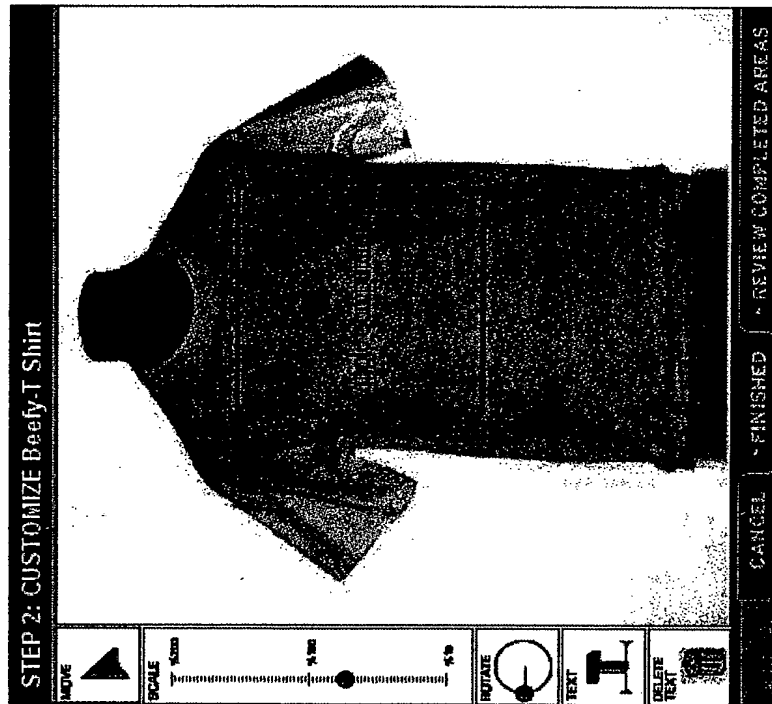
**Setting the Embedded Image Area**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Industry-Specific Virtual Kiosk.



649/1046

FIG. 491B.5



650/1040

FIG. 49 K3 K



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Select Industry-Specific Virtual Kiosks

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Industry-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Industry-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

44 | 4 Back 1 2 3 4 5 Next | 11

651/1046



FIG. 49K3L





Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific I-S Virtual Kiosks

### Standard Demonstration Mode

Select Industry Specific Virtual Kiosk Language

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

652/1046



FIG. 49 K3M



Control Panel for Generating Industry Specific (I.S.) Virtual Kiosks

Configure I.S. Virtual Kiosks | Create I.S. Virtual Kiosks | Modify I.S. Virtual Kiosks | Deploy I.S. Virtual Kiosks | Activate I.S. Virtual Kiosks

## Standard Demonstration Mode

Upload Image for HTML-Encoded Icon

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:



653/1046

Back Next

FIG. 49K3N



Control/Panel for Generating Industry Specific (3) Virtual Kinks

Task	Time (min)	Success Rate (%)
Configure I-S Virtual Kiosks	15	95
Create I-S Virtual Kiosks	10	100
Modify I-S Virtual Kiosks	12	90
Deploy I-S Virtual Kiosks	20	85
Activate I-S Virtual Kiosks	18	92

## Standard Demonstration Mode

**Industry-Specific Virtual Risk-Reduction Development Agreement**

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

[illegible]

684/1046

**Disagree** **Agree**

FIG. 49K4



Configures I-S Virtual Kiosks

Specify Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Deploy I-S Virtual Kiosks

Activate I-S Virtual Kiosks

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

### Standard Demonstration Mode

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The selected Industry-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Industry-Specific Virtual Kiosks for Installation, you must first Activate them.

655/1046

FIG. 49K5



Control Panel for Generating Industry-Specific I/S Virtual Kiosks

Configure I/S Virtual Kiosks | Create I/S Virtual Kiosks | Modify I/S Virtual Kiosks | Deploy I/S Virtual Kiosks | Activate I/S Virtual Kiosks

Standard Demonstration Mode

Control Panel for Activating Industry-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

656/1046

44 | < Back 1 2 3 4 5 Next > | >>

Activate

FIG. 49L1



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

Control Panel for Generating Corporate Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Text: R.149

657/1046

FIG. 49M1



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Standard Configuration

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Standard Demonstration Mode

Do you wish to create a Corporate-Specific Virtual Kiosk for all registered products?

☐ Yes ☐ No

Do you wish to allow for creation of custom Corporate-Specific Virtual Kiosks?

☐ Yes ☐ No

By default do you wish to allow installation of Corporate-Specific Virtual Kiosks by Consumers?

☒ Yes ☐ No

650/1046



FIG. 49N1



Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks    Create C-S Virtual Kiosks    Modify C-S Virtual Kiosks    Deploy C-S Virtual Kiosks    Activate C-S Virtual Kiosks

## Standard Demonstration Mode

### Selected Industrialists

Client Account: DISNEY    Client Account No: 7145001    User Name: John Smith

You have selected to allow the following Industrialists to install Corporate-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Add Industrialist to add additional Industrialist to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

44 | 4 Back 1 2 3 4 5 Next >>

659/1046

Back Add Industrialist Next

FIG. 49N2





Configure C-S Virtual Kiosks

Create C-S Virtual Kiosks

Modify C-S Virtual Kiosks

Deploy C-S Virtual Kiosks

Activate C-S Virtual Kiosks

Control Panel for Generating Corporate Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Search for Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Industrialist you wish to add to the list of Industrialist allowed to install Corporate-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State:

Zip/Postal Code:

Country:

United States

660/1046



FIG. 49N3



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

## Standard Demonstration Mode

### Select Industrialists

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your search criteria. Check the Add corporate to add the Industrialist to the list of Industrialists allowed to install your Corporate-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

44 | < Back 1 2 3 4 5 Next > | >>

6661/1046



FIG. 49N4